MODERN PACKAGING

von's Baby Powder

JUNE 1934

asch Co., o, Ohio





A daily harvest of nickels and dimes is garnered by the product which is packaged to beguile the passing army of consumers. No counter vendors or display containers here—each package is "on its own"— each gets the same start in the rivalry for

consumer attention • Is it surprising, then, that the reaching hands are drawn most often to pleasing package form and color? Is it any wonder that '5 and 10' sales analysis accentuates the value of package beauty?

Make them reach for your product

by giving your package every advantage, every trick of the package creator's art. Be advised by an organization which has a keen understanding of the particular requirements for success in this market.

FOLDING CARTONS

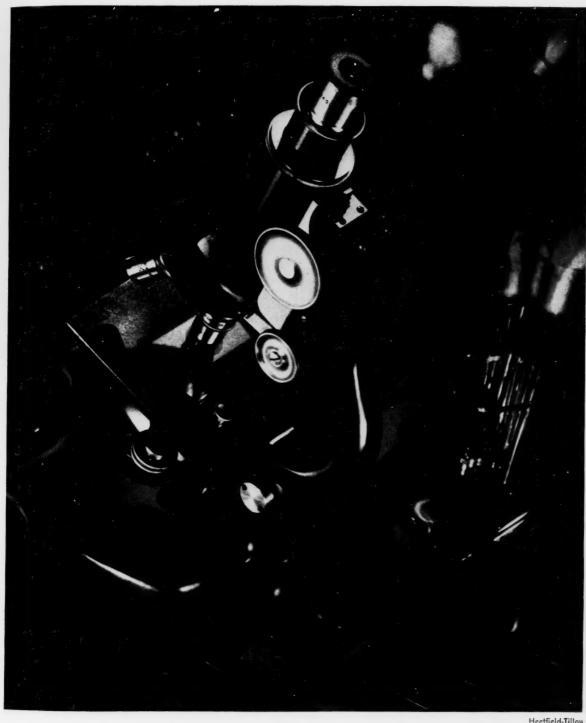
LEAFLETS

LABELS

WINDOW STREAMERS

BROOKS AND PORTER, Inc. 304 HUDSON STREET • NEW YORK

ORIGINATORS AND MANUFACTURERS OF Self Selling PACKAGES



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Heetfield-Tillou

● The Phoenix C T (continuous thread) Cap—an important closure in the sealing of fine pharmaceuticals and chemicals in glass containers. Phoenix Metal Cap Co., 2444 W. Sixteenth St., Chicago, and 3720 Fourteenth Ave., New York.



UNE 1934 • VOL. 7 • NUMBER 10

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.
PERRY H. BACKSTROM—Eastern Advertising Manager.
Western Manager. A. Q. MAISEL—Production Manager. R. C. MacDOUGALL
—Circulation Manager. WILLIAM HANDLEY—Special Representative.



Contents



The original painting used on the Johnson & Johnson display and reproduced in color on the front cover of this issue was done by Lucile Patterson. The display was lighographed by the Einson-Freeman Company, Inc.

During June a special exhibition featuring folding cartons and counter displays will be shown in the Permanent Packaging Exhibit.

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Water maid Rice

AND

DOBECKMUN

• When Specialists get together . . . things are bound to happen!

Louisiana State Rice Milling Co. Inc., (Rice Specialists), of Abbeville, La., consulted Dobeckmun (Cellophane Packaging Specialists).

Result: A Cellophane Bag for a three pound unit of high quality "Water Maid" Rice. The package, illustrated here, has been an outstanding merchandising success from the day it made its first appearance on the market.

Almost daily, a new problem in transparent packaging is presented..with the question "Can it be packaged in Cellophane?"

Dobeckmun has answered "Yes" to hundreds of such questions... has supplied information, samples, sketches and even complete merchandising suggestions with a thoroughness resulting from rich experience in the many unusual angles of Cellophane packaging.

Whether your problem is store packaging of staples in Cellophane bags...or...the development of a special bag for an entirely new product...Dobeckmun has the answer.

Dobeckmun Packaging Service is available without cost or obligation. Write today, presenting your problem in full detail. The Dobeckmun Company, 3301 Monroe Ave., Cleveland, Ohio.



DOBECKMUN

AN ORGANIZATION DEVOTED EXCLUSIVELY TO THE DEVELOP-MENT AND PRODUCTION OF CELLOPHANE PACKAGES

WENT TO SEA IN A BOWL"

THREE WISE MEN OF GOTHAM A silly thing for wise men to do, even in a nursery rhyme. A life time's reputation for Wisdom wrecked in a moment of Folly, for you recall that "And if the Bowl had been Stronger

My Song had been Longer."

But some food manufacturers send their products "out to sea" without much more foresight than these Sages from Gotham. Perhaps the Bowl was very beautiful, but Beauty is not enough.

How fortunate, in the packaging of foods, that beauty need not be sacrificed in the greater necessity for protection!

Without cost or obligation, the facilities and recommendations of the KVP Research Laboratory and Art Staff are at your disposal. This company knows food protection and food sales problems in terms of proper papers.



KALAMAZOO VEGETABLE PARCHMENT CO.

PARCHMENT

MICHIGAN

OTECTION PAPERS





It's POPULAR

there's more than one way
TO PUT YOUR PRODUCT
IN CARTONS



It is only a question of time before bulk and bag goods will be almost entirely a memory of the past. To the present-day generation anything that is not sold in cartons is definitely old fashioned. Industry after industry has fallen into line because public preference must be heeded. Product after product has received new favor and sales stimulus when sold in convenient, attractive packages. The flexibility of Pneumatic automatic pack-

aging equipment makes it possible to meet the requirements of any type or size of production in the most economical way. There are a variety of methods of hooking up standard Pneumatic machines to meet varying plant, product and operating conditions. Our engineers will be glad to bring to your problem the benefit of their more than forty years of specialized experience in automatic packaging operations. Write today.



DNEUMATIC SCALE ACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE, QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices In New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 12 Whitehall; London, England





It's a long-long-trip from St. Louis to Elkhart

HERE are many carton manufacturing firms much nearer to the plant of the Lambert Pharmacal Company. Yet this large manufacturer has consistently placed its business with the Illinois Carton & Label Company—as have many others also located some distance from our plant. We hold this business to be an unusual tribute to the perfection of our workmanship and the high quality of both the materials we use* and the product we fabricate.

*Illinois carton board is made to our specifications by the American Coating Mills, Inc., of Elkhart, Ind.

ILLINOIS CARTON AND LABEL CO.

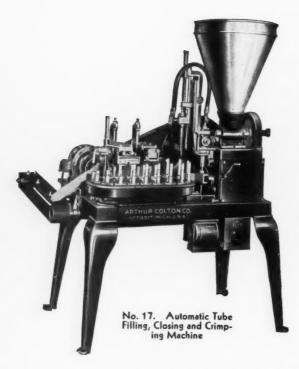
ELKHART CHICAGO

NEW YORK CITY

JUNE, 1934

It's Clipless! The COLTON CLOSURE





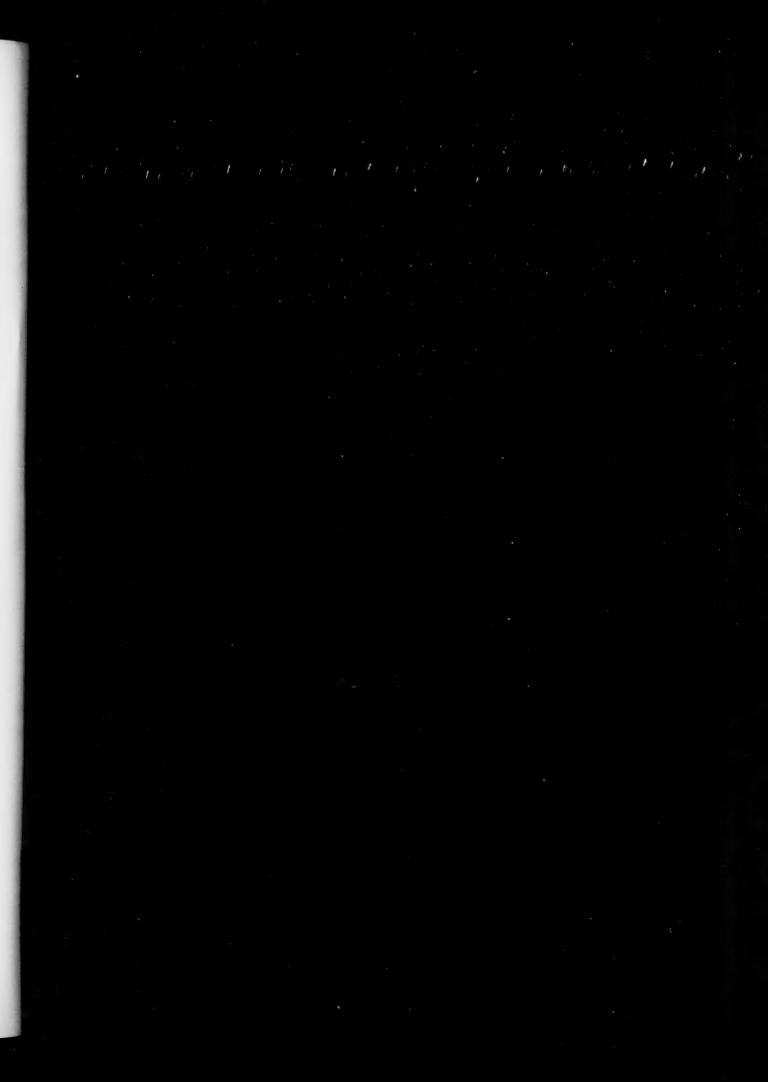
This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

A descriptive folder fully describing the Colton Closure sent on request.

ARTHUR COLTON CO.

2600 East Jefferson Ave. DETROIT, MICHIGAN



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★ gold gro

CHI

Suppliers to the Country's Leading Distillers



★ Individual pint cartons, printed in yellow, red and black; and silver, red and black respectively.



★ Private brand stock cartons, printed in two colors and gold. The large window discloses customer's brand label—the small window, the back label.



★ An unusual carton printed in three colors and gold—with an antique parchment map effect background. The small window discloses the back label.



★ A fine example of "family" tie-up between bottle label, carton and case. Label is black, gold, red and white. Carton is a striking design of red, black and white. The solid fibre shipping case is printed in black and red.

The label is quietly designed to be harmonious on the cocktail table. The carton unblushingly calls attention to the product—and sells it—with bold design and a display area over 3 times the size of the label.

It's a little boastful, but it's a fact. Container Corporation packages are being used by an ever-increasing number of producers, both large and small.

That seems to prove two things: 1. That it is wise to package your line. (Tests have proved that the public is attracted by the brand that's packaged. Color, display and prestige all help you.) 2. That you can get better packages and better service from Container Corporation.

All the folding cartons illustrated are lacquered—actually covered with a nitro-cellulose lacquer by an exclusive process...alcohol, grease and moisture proof. This crystal clear coating enhances the appearance of your carton and protects against dirt, fingermarks, and careless abuse.

CONTAINER CORPORATION OF AMERICA

CHICAGO NEW YORK

PHILADELPHIA

PITTSBURGH ST. LOUIS

CLEVELAND



BRIDGEPORT, CONN.
NATICK. MASS.

MINNEAPOLIS ANDERSON, IND. WABASH, IND.

GENERAL OFFICES: 111 W. WASHINGTON ST., CHICAGO, ILL.

JUST AS SURE AS 2+2=4!

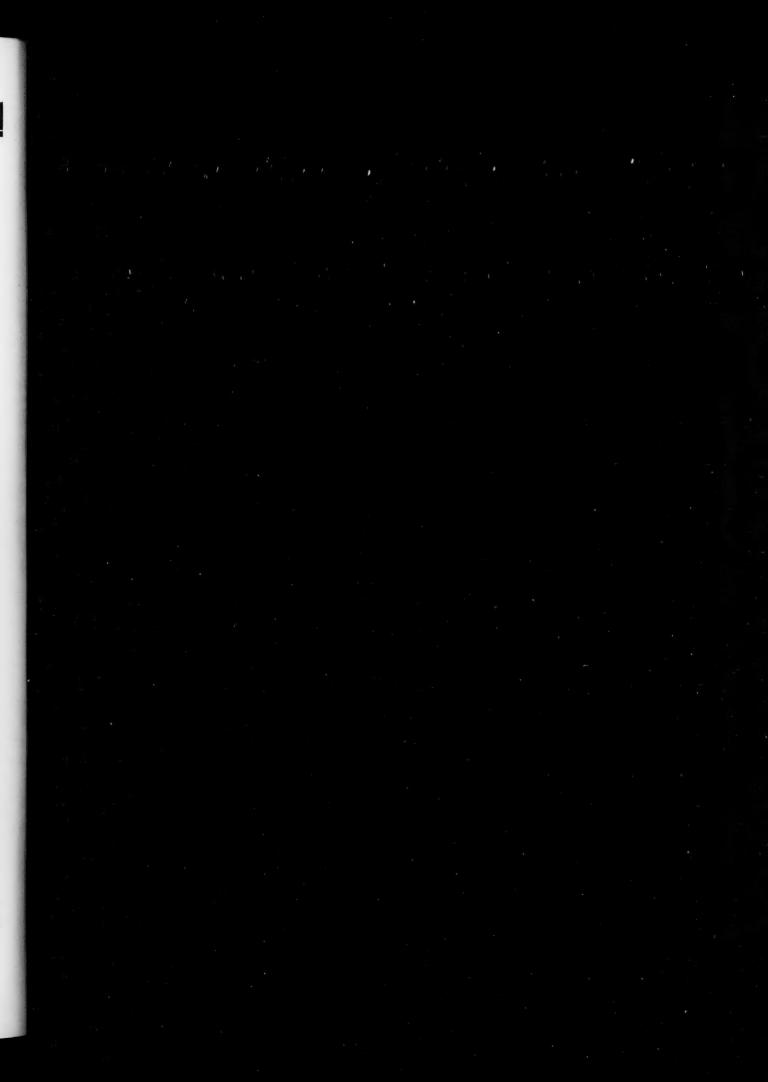
Increased consumption invariably results from increased convenience in the use of a product; and wise is the manufacturer who sees to it that his container possesses maximum convenience in use.

Illustration below shows a few of the exceedingly convenient closures and pouring devices with which R C Cans are equipped. There are many others—all tried-and-proven and making good on containers for free-flowing products of many kinds.

Note, also, the exceptionally attractive appearance of these containers.

May we discuss ways and means of packaging your product to secure maximum effectiveness?







We start where

PACKAGING

leaves off!

When the package is produced—your problems begin:

Will your dealers display it?

Will your customers see it?

Will it have the opportunity to SELL?

"Merchandising the Package" is our job — and the constant succession of Einson-Freeman selling triumphs is proof positive that our ideas WORK. It's a safe rule for selling success — "After you have your package—see Einson-Freeman for a plan to make it SELL!"

Display Ideas

that win Prizes

—and Sales

EINSON-FREEMAN CO. INC.

LITHOGRAPHERS

reative

Starr and Borden Avenues . Long Island City, N. Y.



THE INTERESTING CASE OF Book LTD.

C A P E M

AUTOMATIC SCREW CAPPING MACHINES Built by

It happened in Nottingham—a great British establishment was about to take a page from the experience of American industry. Practices which had become a tradition were compelled to yield to newer, better methods. Equipment was involved—with characteristic thoroughness they investigated . . . they analyzed . . . they compared. An order for their first CAPEM Automatic Capping Machine soon followed. A year had passed when a second and then a third installation were specified. Recently came a cable ordering the six machines which completely standardized Boots, Ltd., largest manufacturers and distributors of pharmaceuticals in the British Empire on CAPEM Automatic Screw Cappers. 3000 miles from source these nine machines have fully justified this confidence. Unfailing dependability in such instances as this is responsible for CAPEM prestige wherever a closure problem is involved. Our broad experience is yours for the asking.

Consolidated Packaging Machinery Corp.

1400 West Ave.

Buffalo, N. Y.

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A Plain Statement About

PACKAGING COSTS

N.R.A. wage scales, new code price scales and mounting raw material costs have created a situation which threatens to disrupt packaging quality standards which manufacturers have laboriously built up over a period of years. For the simplest way to overcome the menace of skyrocketing costs is to cut quality, to "substitute" cheap labels, cheap wraps, cheap cartons.

Yet substitution is in itself a menace, for labels, wraps and cartons whose only distinction is their low cost cannot be expected to do a sound selling job. It is with these facts firmly in mind that we recommend for your consideration the use of lithographed labels, wraps and cartons. And it is to meet the problems presented by these facts that we have established a systematic method of cost finding and cost reduction.

The Michigan Lithographing Company has pioneered in the development of the Intensograph Process, a process exclusive to ourselves, by which color effects which would normally require six or seven printings are reproduced in full brilliance with the use of but four colors. We have thus made pos-

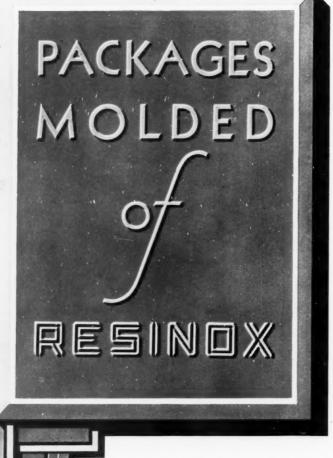
sible an additional saving which, added to the natural economy of the lithographing process, makes Michigan-produced wraps, labels and cartons the most economical obtainable. Yet this saving has entailed no compromise with quality. Rather, it has been accompanied by increased faithfulness of reproduction and increased brilliance of color which, when applied to well planned designs, cannot but result in a sales-producing package.

We realize that these are strong statements!

We realize that many who read this may feel that these statements cannot be supported by tangible facts and actual figures!

We are therefore prepared to back these statements with the records of Michigan's cost reductions in package work done for large manufacturers. For we believe that, for a number of manufacturers, we hold the key to a solution of the cost-quality puzzle. We wish to present this key for your consideration on a sound common sense "proveit" basis. We would welcome a challenge from you.

MICHIGAN LITHOGRAPHING COMPANY GRAND RAPIDS, MICHIGAN



Speed Distribution

ACCELERATE SALES

Packages molded of Resinox find their way quickly to the dealer's counter . . . and into the hands of the consumer. Packages molded of Resinox are colorful, durable, desirable. . . . Resinox molds perfectly, cures uniformly, finishes with high luster and strength. Resinox is odorless, water-resistant, non-bleeding, of high torque strength, and available in a wide variety of colors. . . . Packages and products molded of Resinox are permanently beautiful.

KEEP IN TOUCH WITH RESINOX DEVELOPMENTS

RESINOX (ORPORATION

Subsidiary of Commercial Solvents Corporation and Corn Products Refining Company 230 Park Avenue , New York City

Molding Resins . Molding Compounds . Laminating Varnishes

NATIONAL NATIONAL RECOGNITION RECOGNITION



Naturally we like to win prizes and receive national recognition by competent judges. It's only human. But it gives us much greater satisfaction to have our customers tell us that Sutherland designed cartons are stepping up their sales. After all, that is the real test of a good package. We make distinctive folding cartons for all purposes—both dry and paraffin—cartons that "click" at the point of sale as well as before the eyes of experts.

SUTHERLAND PAPER COMPANY KALAMAZOO, MICH.

A NEW SERVICE OF VITAL
INTEREST TO EVERY MANUFACTURER
WHOSE PRODUCT IS . . OR COULD
BE . . . PACKAGED IN





HE ROYAL PACKAGE DEVELOPMENT DEPARTMENT . . . and what it stands for.

Along with the trend of Modern Packaging, Royal is proud to announce the inauguration of a new service. This new service provides the user of bags with something he has never before had at his disposal.

The new Royal Package Development Department is an organization in itself. It has one purpose. That is to increase the sale of merchandise packaged in Royal Bags.

This it hopes to accomplish by hard-headed, practical merchandising methods. It has all the facilities necessary to study the individual need of each user and to design and produce a real sales-provoking package for each user.

The services of this new department are available to all who might use Bags by Royal. Special material has been prepared and will be forwarded without obligation.

THOMAS M ROYAL & CO

5800 NORTH SEVENTH STREET · PHILADELPHIA, U. S. A.

Color

STOPS THE EYE STARTS

THE SALE



Maryland BLUE Bottles



REMINDS ME . . . THERE'S SOMETHING I NEED "

HEN customers see your product they are reminded to buy it. But how can they see it when it is surrounded by dozens of other products that all look something like it? The answer is—make it look different. Then it will stand out on display, catch the eye and remind to buy.

Color will do it—the distinctive color of Maryland BLUE Bottles and Jars. Their rich, brilliant blue commands attention, focuses the eye like a spotlight on your product. Not only makes your bottle or jar easier to identify but suggests the high quality of the

product within. Result: your product is seen, recognized and bought more frequently.

Let us send free samples and show you how your product will look dressed up in Marylan'd BLUE Bottles. They are made in a wide variety of modern stock shapes and sizes which are very distinctive when used with appropriate caps and labels.

In requesting samples, just tell us the nature of your product and the sizes in which it is packed. Or, better still, send us samples of your present containers.

MARYLAND GLASS CORPORATION · Baltimore, Md.

NEW YORK REPRESENTATIVE Two-Seventy Broadway, New York City PACIFIC COAST REPRESENTATIVE Owens-Illinois Pacific Coast Co., San Francisco ,, gt-k •





T is one thing to create a closure design that adds to the eye appeal of your package. It is quite another thing to obtain thoroughly satisfactory reproduction of that design on thousands or millions of closures.

In Crown Cork and Seal Closures you have the benefit of long experience and unmatched facilities for coating and decorating metal. In fact, this department of the Crown Cork and Seal factory is a sizeable plant in itself. Highly developed machines for applying coating and lacquer-great drying ovens, with automatic temperature control-complete equipment for making printing plates—are but a few of the facilities comprised.

Then, too, there is a corps of artistic closure designers at your disposal, who, without charge, will prepare attractive decorations for your closures.

Upon this superior service is built the reputation of C.C.S. closures for exceptional beauty of decoration and finish. It is a service you can use to advantage in obtaining closures worthy of your package.

Mae Allen	CROWN CORK AND SEAL COMPAN' World's Largest Makers of Closures for Glass Containers BALTIMORE, MARYLAND
	CROWN CORK & SEAL CO., Baltimore, Md. Without obligation, we want to get the facts and figures on the cost of Crown Cork and Seal Closures.
	Name
	Street
	CityState









Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Let us help to make your package a sales builder.

CROSS PAPER PRODUCTS CORPORATION

THIRD AVE., AT 140TH ST., NEW YORK, N. Y.

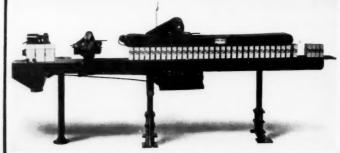
SOMETHING NEW THERE Are Your cartons in the display windows of the sun changing their white surfaces forward? Are the rayoging rays of the sun changing their white surfaces Are your cartons in the display windows of the nation putting their best faces of the ration point white surfaces of the ration former selves?

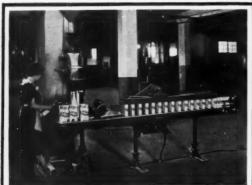
Are your cartons in the raveging rays of eplicas of their former selves?

forward? Are the favorand cracked replicas of their former selves? If this is 50, ask about BRITECOTE. The markable new development in folding as One of the finest features of this remarkable new development in folding to discoloration and deterioration as one of the finest features resistance to discoloration and deterioration as oxboards is its long time resistance to discoloration and development in folding to a second control of the finest features are a second control of the features are a second forward? Are the ravaging rays of the sun changing their white into yellowed, ask about BRITECOTE. One of the finest features of this remarkable new development in folding as boxboards is its long time resistance to discoloration and deterioration as boxboards is its exposure. asult of sun exposure. Subjected to the sunlight, while ordinary boxboards to the sunlight, while ordinary boxboards and methodical tests show a sunlight, while ordinary boxboards as the sunlight, while ordinary boxboards are sunlight. Careful and methodical tests show BRITECOTE to be practically tood box boards unaffected after being subjected to the sumiant lost. have faded until their original color is almost lost. radvantages of greater with the amount product. Past has been the faded until their to you, along with the amount one month past has been and uniform smoothness of this amount only one month past has been the faded until the this to your lost of this amount of the response to BRITECOTE'S introduction only one month past has been the faded until the response to BRITECOTE'S introduction only one month past has been the faded until the response to BRITECOTE'S introduction only one month past has been the faded until the response to BRITECOTE'S introduction only one month past has been the faded until the response to BRITECOTE'S introduction only one month past has been the faded until the response to BRITECOTE'S introduction only one month past has been the faded until dity and uniform smoothness of this amazing new product. past has been a dity and uniform smoothness introduction only one month past he country's the response to BRITECOTE'S introduction only one of some of the country's the response to BRITECOTE'S under the letter heads of some of the country in our mails, under the letter heads of some of the country is anost graffying. most gratifying. In our mails, under the letterheads alients of Empire's Policy many of them all us more about leading corton consumers, many we are being asked. Tell us more about leading and progressiveness, we are being asked. BRITECOTE! unaffected after being subjected to the sunlight, while other being subjected to the sunlight, while other hard successful their original colors with the other have faded until this to you, along with the other have faded us prove this to you, along with the other have faded us prove this to you. a result of sun exposure. EMPIRE BOX CORPORATION 330 SOUTH WELLS ST. CHICAGO ECOTE: Total BRITECOTE for Yourself now!
Investigate BRITECOTE for Yourself now!
Your ornalizes is worthy of it. SOUTH BEND, INDIANA 80 E. 42 ST. NEW YORK. N.Y. HEW BRUNSWICK, N. J.

15 30 60

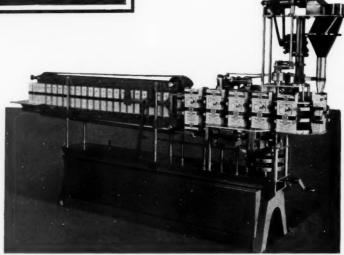
PACKAGES PER MINUTE





There's a Packomatic Carton Sealing and Weighing or Filling Machine which will fit into your requirements, regardless of speed or product to be packaged.

The Semi-Automatic Carton Sealing Machine illustrated above is designed for rapid adjustability and can be furnished with either Net or Gross Weigher, or Volumetric Filler.



This Packomatic Carton Sealing Machine equipped with auger feed Filler is adjustable for a wide range of package sizes and practically no change parts are required. For free flowing products an automatic net type weigher is furnished.

One operator will produce up to 30 or more packages per minute.

WE ALSO MANUFACTURE PACKAGING MACHINES FOR OPERATING SPEED OF 60 OR MORE PER MINUTE. OUR ENGINEER WILL CALL ANY TIME—ANY PLACE—NO OBLIGATION.

PACKAGING MACHINERY J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

--BRANCH OFFICES20 E. Jackson Blvd.
CHICAGO, ILL.
122 Centre St.
NEW YORK CITY
2216 Northland Ave.
CLEVELAND, OHIO
51 Clementina St.
SAN FRANCISCO, CAL.

WHERE DO THEY COME FROM..

WHERE DO THEY GO?



Here is Packaging to spot your product!...to draw it from the crowd ..and SELL! The Package tells all! • Front-line Package displays originate with new ideas to intercept consumer "buy-ways" of today.

• Design, color treatment, the art of getting consumer attention, forces the sale of Packaged merchandise...making its bid from crowded shelves and counters.

METAL PACKAGE CORPORATION

110 E. 42 ND ST., NEW YORK CITY

· One of America's Largest Canmakers ·



New Fitchburg Development Gives Superior Results at Pronounced Reduction in Cost!

DISTRIBUTED AND WAREHOUSED BY

HAMPDEN GLAZED PAPER AND CARD CO., HOLYOKE, MASS.

NLSO SAN FRANCISCO, CALIF., 7 Front St.
PHILADELPHIA, PA., 412 Bourse Bldg.
NEW YORK CITY, 501 Fifth Ave.
CHICAGO, ILL., 500-508 So. Peoria St.
TORONTO, CANADA, Wellington Bldg., 137 Wellington St., West

KUPFER BROS. CO., NORTHBRIDGE, MASS.
ALSO NEW YORK CITY, 2-8 Astor Place
CHICAGO, ILL., 145 W. Austin Ave.

MATTHIAS PAPER CORPORATION, PHILADELPHIA, PA., 425 Arch St. ORCHARD PAPER COMPANY, ST. LOUIS, MO., 3914-24 North Union Blvd.

They can prove to you the advantages and economies offered by this scientific development



FOUNDED IN 1861

FITCHBURG, MASSACHUSETTS



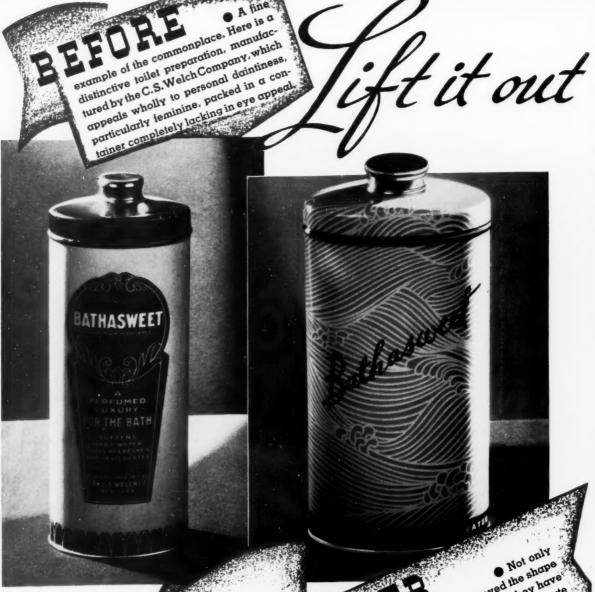




FOR their beauty of design and their perfect execution, these three Chicago-made cartons have been awarded Certificates of Merit as being among the Hundred Outstanding Packages of 1933. Already it is apparent that public opinion — as demonstrated by increased sales - coincides with the opinion of Modern Packaging's judges. These Chicago cartons will join the long line of Chicago-made "best-sellers." The Chicago Carton Company in its new and greatly enlarged plant, the most modern and best equipped in the country, can provide for you the same sort of intelligent co-operation and perfected, low cost production which it has here demonstrated in these prize-winning packages. Write the Creative Department of the Chicago Carton Company for aid in the design and planning of your new folding carton or display.

4200 SOUTH CRAWFORD AVE. CHICAGO CARTON CO. : : : CHICAGO, ILLINOIS





have Continental designers improved the share hours have Continental designers improved the shape and proportions of the Container, but they have and proportions are and modern design a delicate archieved in color and modern design a delicate and proportions of the Container, but they have a stand was achieved in color and modern design a defined was a standard to the marit and was had a standard to the marit and was a standard t achieved in color and modern design a delicate but suggestive impression of the ment and use of the product.

CONTINEN

of the Commonplace

AND BREAK DOWN THE FIRST LINE OF SALES RESISTANCE

THE CREATION of "packaging to sell" has been the business of the Continental Can Company for 29 years—developing original designs more satisfactory from the standpoints of sales, utility, convenience and economy. Continental research includes <u>all</u> the functions of a container.

Do you have a packaging problem? Are you satisfied that your present package does not lack sales appeal? Do competitive products have a packaging advantage? Is your product properly protected—easily accessible?

Whatever the question: we suggest that you write, wire or phone for a practical demonstration of our development service.

PACKED IN TIN"

CAN COMPANY

The Package Personality

Shell Pdx

(Shellmar's tailor-made rigid "Cellophane" Package)

SHELL PAX Patent Nos. 1,900,953 and 1,907,675

Public Approval of package utility is obtained only after thorough and repeated penetration into the daily buying habits of millions of people . . . "Shell-Pax" has been tested an average of 100,000 times each day through the distribution in 1933 of over thirty million individual packages . . . with the demand exceeding double that rate in the first five months of 1934. Shellmar considers they have gained "public approval." Shell-Pax, their "Personality Package," meets every test for convenience, simplicity, protection, persuasive influence and pleasing advertising intrusion! . . . Quickly sensing this public appreciation of "Shell-Pax" such nationally known

firms, as those whose products are illustrated,
have utilized it for many of their most pop-

'SHELL-PAX'

Quick Filling: One closure - seal-

O'mas

KANE II-O-II

ing unnecessary.

infection of

ARTOR

Rigid Back: Permits uni-

form visible display.

Tailor-made: Holds

contents firmly.

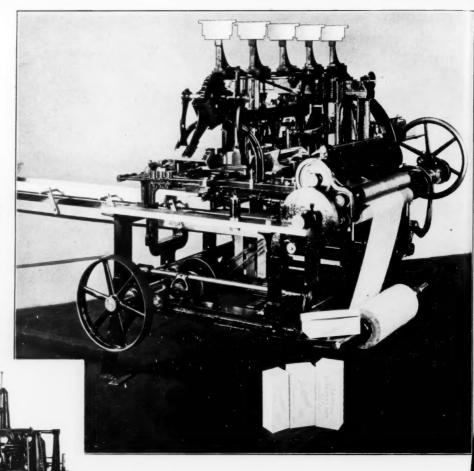
Surprisingly

low in

cost.

SHELLMAR PRODUCTS COMPANY

ADMINISTRATIVE OFFICES WESTERN DIVISIONAL OFFICES FASTERN DIVISIONAL OFFICES 501-99 W., 8th Place, Chicago, III. 112 Merchanis Lychange Bldg., San Francisco, Cal. 1020 Empire State Bldg., New York, N.



NATIONAL Machines can solve your packaging problems

Vic of mo ag pir eq Kii sto an do ca cle

sa

ab

tai

Kii

Improved Package Making and Package Filling Machines Do All Work at Lower Cost Than Ever Before

ATIONAL Packaging Machines can solve your problems, can provide you with cost, time and material savings. We say this because in hundreds of plants in every field of industry, National Machines are today solving problems similar to your own.

Every unit in the National Packaging Machinery Company's line is designed to provide the highest possible speed consistent with quality work, <u>plus</u> wide adaptability as to sizes of package processed.

For this reason these machines are equally well adapted to the purposes of small and large manufacturers. Working on one or a few types or sizes, they provide large output at low cost. Working in plants where a wide range of products must pass through the line, they provide distinct economies in investment, rent, etc.! Learn more about this unusual line of packaging machines. Write today for our complete catalog, or state your particular problem and we will supply engineering recommendations without obligation.

NATIONAL PACKAGING MACHINERY COMPANY

U. S. AUTOMATIC BOX MACHINERY CO. 459 WATERTOWN ST., NEWTONVILLE, BOSTON, MASS.
Chicago Office: 447 Monadnock Block
New York Cleveland

MANUFACTURERS

OF

Brightwood Box and Carton Forming Machine

Taping Machine

Collapsing Device

Cellophane and Wax Wrapping Machine

Lining Making Machine Net Weighing Machines ("Scott")

Gross Weighing Machines ("Bond")

Rotary Transfer Packer

Bottle Cartoning Machines

Combined Sealer

Top Sealer

Ice Cream Pail Forming Machine

Bottom Sealer

"A vial is so handy to carry!"

IVE the consumer a package that is easy to carry - conveniently put in the handbag or vest pocket—and sales begin to climb.

Outstanding pharmaceutical, food, toiletry and proprietary firms have found out that Kimble Vials increase the eye-appeal and sales-appeal of their products many fold; that Kimble Vials make the lightest, easiest-to-carry glass package available. They reduce postage and shipping costs many times over moulded bottles of equal capacity.

Kimble Vials - available in a wide variety of standard and special types, sizes, and styles and colors of closures — are invariably given dominating space on the dealer's shelves. They can be so attractively labelled—are so crystal clear and show off their contents so forciblythat the customer is won over promptly.

Be modern - follow the leaders in today's sampling and packaging campaigns - by standardizing on Kimble Glass Vials!



Send us a sample of the product on which you are now planning a sales drive. If it is suitable for sampling or packaging in small containers, we will show you how it looks in the Kimble Vial best fitted for the purpose. We have helped many nationally known firms to sample their products successfully to millions of consumers throughout the country.

VINELAND,







"Accept our hearty thanks for your comprehensive packaging plan. Will place our order for its complete production in the very near future.

E. M. B., Madison, Tenn.

"Your cooperation and interest are appreciated. You caught the spirit of our inquiry and have improved our carton without sacrificing its identity."

A. J. P., Philadelphia, Pa.

"Our President thought your repackaging plan and carton designs so good he passed them on to our advertising agency with his recommendations."

W. C. M., Baltimore, Md.

"Everyone who saw your sketch liked it, and while an order had been placed before getting your sketch, it has been cancelled in favor of your better design."

N. H. M., Pittsburgh, Pa.

"Your carton design suggestion shows much thought, and proves that you take genuine interest in what your customers buy."

W. H., Little Rock, Ark.

"Your letter is a liberal education on merchandising, and your package designs are most intriguing. Your efforts will result in increased business for you."

C. A. J., East Norwalk, Conn.

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"We are 100% plus satisfied with our decision in choosing the carton and display designs you created. The type of service you render is unusual and deeply appreciated." H. C. S., Sioux City, la.

"Your design is extremely attractive and has impressed us all with its merits. Our purchase order enclosed confirms our judgment that it will increase our sales." W. D. G., Washington, D. C.

"Accept our congratulations on the package design you created. Your thorough analysis of our sales problem and adaption of the Your thorough analysis of our success."

O. T. H., Winchester, Tenn.

"Your carton and display went over with a bang with our organization, and there's no question of their being adopted."

W. M., New York, N. Y.

THE SERVICES OF THE MEN WHOSE EFFORTS BROUGHT FORTH THESE UNSOLICITED BOUQUETS ARE AVAILABLE TO OTHER MANUFACTURERS WITH PACKAGING PROBLEMS TO SOLVE. MAY WE SERVE YOU?

THE RICHARDSON-TAYLOR-GLOBE CORPORATION

CREATORS, DESIGNERS AND MANUFACTURERS OF DISTINCTIVE FOLDING CARTONS 4508 West Mitchell Avenue Winton Place Cincinnati, Ohio

When Thinking of Package Design THE CONTENTS OF THIS BAG WILL HELP YOU



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Anchor Caps MAKE Better Packages

that outfu "That outfit has certainly gone to town since they put their product in an attractive looking bottle and brought the package up-to-date..." How about stock-mold containers like these? Picture your product in a more salable package • An "old-timer" package may not seem to be a sales obstacle to the manufacturer who has been using it for a long time. But just let him change to a modern package—he'll immediately realize the important sales advantage he has been missing. In the Onlzed line of smartly-designed stock-mold glass containers, you will find the container your product needs to gain new appeal ... rew friends ... increased sales. Write for samples and full information. Owens-Illinois Glass Company, Toledo, Ohio. **OWENS-ILLINOIS**



VOLUME

JUNE

NUMBER 10 • 1934

CONVERTING CONSUMER IGNORANCE INTO RECEP-

DEMAND IS FOR CARTONS AND DISPLAYS THAT PROVE PROFIT-ABLE IN CREATING SALES FOR PRODUCTS



S far as can be determined, the earliest use of cartons in this country was in the eighties, for carpet tacks, at which time an unbleached paperboard or thin cardboard, as it was then called, was used. There was, then, little attempt made to use other than printed type on the surface of the cartons and the containers were of the simplest form. Yet what a difference the fifty years between then and now has made if we are to count the progress and advancements of the carton industry, and particularly in the last decade during which a true appreciation of the merchandising effectiveness of cartons and displays has received recognition! This sales ability now accredited to the well-designed package has made possible the present-day developments in design and materials which are available to manufacturers of goods in practically every industry.



"Factory Sealed for Your Protection" is the assurance which is given to the customer, and so stated on the package, when he buys Grey-Rock products in a Metal Edge carton. One end of the box must be cut to open

A proper package not only can exhilarate sales but can be used successfully to keep the product in a merit class and obtain for it an increase in the retail selling price. Thus, Tone Brothers, Inc., transformed its packages for extracts and spices from an out-moded design to that which expresses present-day merchandising ideas. The effectiveness of the change in appearance is evident in the illustration below, as contrasted with the old package shown with two of the new ones, on page 33. The photographs were taken by Edwin A. Falk. Illinois Carton & Label Company designed and manufactured the new cartons

TONE'S

TONE'S

WHOLE CLOVES
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S one views the developments of any line of endeavor in which he may be interested, it is quite logical to consider the trends of those developments and their expected effects. With this thought in mind, and as applied particularly to the design, production and use of folded cartons and displays, MODERN PACKAGING has requested an expression from various outstanding manufacturers in that group. These opinions, together with illustrations of several present-day packages, offer an interesting cross-sectional picture of that branch of the packaging industry.

"I don't imagine there is a manufacturer in the country," writes Willard F. Deveneau of The Richardson-Taylor-Globe Corporation, "who can approach his own packaging job without a certain amount of unavoidable bias and prejudice. No matter how sincere or honest he may be, he sees in and within his product certain qualities and characteristics which, if they were as clearly seen or as firmly believed, would result in a tremendous movement of consumer preference for his product. Perhaps at no time in our country's history have large numbers of consumers been as willing to be taught new things, which offers manufacturers of consumer goods both an opportunity and a challenge to do a real job if they will.

"It seems fairly obvious to say that men and women don't buy products or services because of the products or services themselves, but rather for what they do. They don't purchase pianos, they desire musicthe product of the product; they don't buy automobiles, they want transportation or they desire to impress their neighbors. Many manufacturers who are spending thousands of dollars in consumer research trying to find out whether women prefer white bathrooms or green, or if they wash their own hair or go to a beauty parlor, would profit by spending a portion of their money in really finding out how consumers' minds work and what really actuates them to buy. This list of human desires represents the single most fertile field for study for the manufacturer determined to effectively present his product in terms of selfish interest to possible or potential customers thereof.

"Since packages are but one form of advertising, we may well consider what constitutes resultful advertising. We have seen countless examples of the fact that, with the power of enough money behind it, the weakest kind of advertising pays. Brute strength and ceaseless repetition can replace good copy and effective selling ideas if one has money enough to indulge in this unscientific, wasteful form of publicity. However, the clever advertiser, counselled by those who have had proper experience, wants his advertising dollar to do real work. He does not want to invest ten dollars when it can be proved that one dollar is sufficient. He wants the entering wedge of his selling message sharp, for he realizes it can be driven deeper with less force than can a dull-pointed wedge be driven even with a large sledge. This sharp, entering wedge is the single, outstanding feature which, reduced to words and pictures, will create most new sales and profits.

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Kien gin, and

The beer hand all n Significance of design and name is consistently maintained in the Apple-Lax cartons and display, both designed and produced by Robert Gair Company, Inc.

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In brief, it is the outstanding point of difference between one product and all competition.

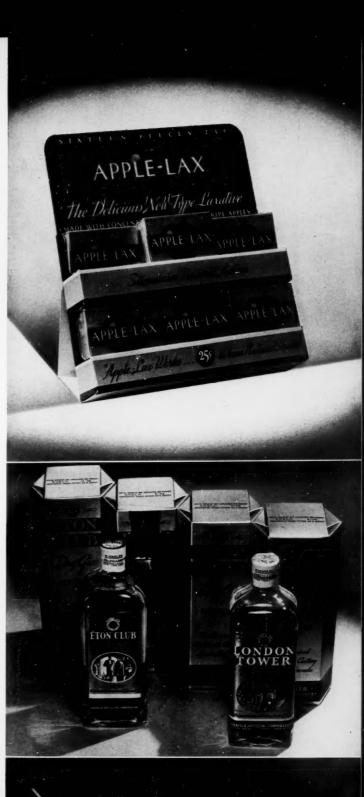
"The science of selling embraces the proper proportioning of the three types of selling talks: informative, persuasive and reminder. The successful salesman either consciously or unconsciously devotes part of his time to each, the difference between the relative success of one salesman against another often lying in the proportioning of these three types of selling message which each instinctively adopts.

"The consumer today is unquestionably a better buyer than heretofore, and the manufacturer seeking to profit by selling profitable proportions of them had best determine how his product fills their needs and desires, and then in his package, his advertising and his displays simply and clearly reflect that message. Competent counsel is readily available to the manufacturer seeking package improvement, either from professional designers or certain of the progressive package suppliers. Materials, colors, art treatment and copy, each in its turn and place will be considered, the whole package as a result reflecting an appeal to that one human impulse which will activate the greatest number of consumers to buy on sight.

"The final step takes the package at the point of sale and induces the dealer to display it prominently—where consumers may readily be attracted to it, stop to examine it and then buy it on impulse. The display container, holding standard units such as six or twelve, has been and still is the most popular display unit. It combines the advantages of a practical shipper and display with a minimum of expense. As in the individual packages, there exists a keen rivalry among display containers, it being manifestly impossible for the dealer to give open display to all received. Consideration of the dealer's requirements for the profitable open display of a product will largely (Turn to page 38)

Kienzler Distilling Company, for its London Tower and Eton Club gin, employs modified hexagonal cartons of distinctive appearance and having a special reclosure. The color scheme is black and gold. Cartons are by Gair

The "Farm-Fresh Hydra-Pac" line of fruit and produce has recently been introduced in the Philadelphia market. The produce is handled and delivered just like any other family of food products, all neatly packaged for the consumer in the "Hydra-Pac" carton designed and produced by Robert Gair Company, Inc.



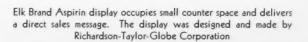






Three-plane displays, known as "Foldisplays", made entirely of light weight stock, printed one side only and scored and cut out complete in a single piece are simply assembled by the manufacturer. They also fold flat for storage and shipment. When lighted from above or from the side an illumination is reflected on the illustrations in the display. The above illustrations are only two examples of the many interesting and equally effective designs to which this new multiplane construction lends itself

For a branded line of tools, Fayette R. Plumb uses reinforced boxes (Metal Edge) that substantially carry the product and enable an effective showing on the retail counter







37

(Continued from page 35) influence the manufacturer in his decision to use a display container or some other form of point-of-sale display.

"The trend which I see manifesting itself more and more among manufacturers is that their packages and displays really prove profitable in the tangible sale of their products. In the first rush of package improvement it may have sufficed to make the packages more beautiful, eliminating curlicues and superfluous copy, but now that that stage has been

passed more and more attention must be paid to colors and copy that immediately convey a vital message to the prospective consumer.'

Arthur Freeman, of the Einson-Freeman Company, offers the following as directly applied to displays: "The container should be small. Of course there are exceptions but too many containers violate the rule and as a consequence do not get on the counter. Counter space is becoming more valuable and dealers more conscious of its efficacy. Consequently, it is better to get a few of one's items on the counter than, in an attempt to get too many, to find one's merchandise wholly under the counter.

"The cost should be practicable. Altogether too

many containers are made to fit a supposed need without regard for what the traffic will bear. A container is designed, it is attractive and desirable, and then it is found

> New lacquer finishes on clay coated boards supply brilliance to these new liquor cartons by Container





Lard and shortening are sold in 4- and 8-lb. cartons with economical packaging costs. construction are among those made by Container Corporation of America

These cartons of special

rificed to novelty of design. The dealer will not fool with any contrivance he finds difficult to adjust, and despite this fact there are containers placed on the market, no end, which represent an enormous waste because of this reason.

"Dominant idea copy is essential in all advertising, and especially in containers. One of the most common faults in all forms of expression is to dilute a message by trying to say too much. The history of all great orations, of all great political ideas and all great merchandising successes indicates that the concentration on a central idea proves more effective than endless attempts which endeavor to tell all. The temptation in counter container design seems to be more difficult to resist than other forms of advertising, for the con-

> tainer is usually one mass of advertising copy. To find the one dominant note in a merchandising story, the principal reason for its purchase which lifts it away

that its cost is out of propor-

tion to what the unit of sale

can stand. From then on

the effort is made to shave

down the container to fit the

price, and the invariable re-

sult is to ruin the whole idea.

fort to include in a container

the full possibility of novelty

value, many designers pro-

duce monstrosities which it

takes an engineer to unravel

and set up. Simplicity of

construction and ease of as-

sembly should never be sac-

"The style of container must be simple. In an effro

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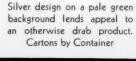
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The Styron Beggs "family group" was redesigned from an antiquated carton although still retaining some of the identifying features. Designed and made by Container Corporation of America







from the commonplace, and then stress that point to the exclusion of miscellaneous and secondary appeals might be laid down as an advertising axiom. And this is true of counter display container.

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"Lastly, a display container should be entirely practicable from the standpoint of shipping. It is nothing short of amazing how little concern is being paid by some manufacturers to the increasing costs of shipping merchandise under the present scheme of things. The costs of packaging, pack-

ing and transportation have now become such a vital factor that with many products a net profit is largely dependent upon economy in shipping. Preference should be given to the types of containers which lend themselves readily to shipping convenience of this sort as contrasted with the container which is packed with the goods and which must be opened and filled by the dealer."

A development well worthy of comment is that of the Container Corporation in producing a sheet of carton board which would have the necessary carrying qualifications together with grease-resisting characteristics to enable it to be used for lard and shortening cartons. This is a two-ply white lined or double jute sheet which

is specially treated and provided with a grease-resisting finish that has eliminated the objectionable features of cold water paraffin, at the same time retarding the penetra-

> Imitation pearls get attention for the sales message in the Kolynos counter display by Einson-Free-





Cartons for Paul Jones models convey product realism. Bendix uses a suggestive design in its carton for carburetors. Both made by Campbell Box and Tag Company

liance and depth to the decoration of the carton as well as imparting a quality feel to the touch of its surface.

Lane Marohn, director of Gair Creative Design, a division of the Robert Gair Company, writes: "As regards present day trends, the following have been increasingly manifest in the last year or two: economy of means in materials of construction, color and engravings; appropriateness of design to contents; individual significance of design and name, and if possible evocation of these out of the product, bearing in mind the field of competition in which the individual package must hold its own and strive for distinction from existing packages in this line; the resorting to the use of abstract design as against realistic, both for

economy of colors and to avoid dating an obsolescence. There is manifest an increasing use of gloss varnish to achieve brilliance and a further marked use of gold and

tion of either hydrogenated

cotton seed oil shortening or

the animal derivative. It is

stated that this new finish

does not present an objec-

tionable feel to the hand

in warm weather and will

not rub off when the carton

is carried. Another of sev-

eral developments of this

company has been the pro-

duction of a new lacquer

finish as applied to clay

coated board and used ex-

tensively in the manufacture

of cartons for liquor bottles.

This finish gives added bril-

A striking analogy which shows the need for a Purolator Cartridge change is pictured in the display designed and produced by Einson-Freeman Company, Inc.





Magnifying to show detail of new size Prophylactic brush is accomplished in this Einson-Freeman display



Compulsory display and shipping economy are evident in this carton designed and produced by U. S. Printing & Lithograph Co.

Protection in shipping, stacking without rolling and improved closing are claimed for the new Mouquin wine cartons by Gair



Sing,

Song

AN APPETIZING FOOD

AND PICK-ME-UP

SPRATTS

SIG-SQ4G

SPRATTS

Color and characteristic surroundings are effective in the Spratt bird food display made by Richardson-Taylor-Globe

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A substantial shipping case and rigid display are provided in the Metal Edge box used for Vac-Seal jar rings



MODERN PACKAGING



Contrasting colors—red for cartons and blue-green for the display—attract attention for Canova Flavors. A convenient dispensing display unit is used for Temple Garden Aspirin. Both are products of the Maury Cole Company. Cartons and displays were designed and made by Richardson-Taylor-Globe Corporation

silver. In the production and application of materials our company has developed a more superior surface through the use of both asphalt- and glue-laminated sheet-lined board. In the field of carton construction can be mentioned the adaptation of the carton to the shape of the contents; i.e., a hexo-triangular carton to encompass a triangular bottle, a hexagonal carton for a round bottle, etc., and certain carton reclosing devices.

"We find most manufacturers who purchase cartons from us for packaging their own goods desire to express and indicate their contents by spot-lighting through color schemes that are pleasing to the eye. In most instances the color scheme averages between two and three colors and in some cases varnish is used. The latter accentuates the registry of printing and gives a finish that is desirable. There has been little trend toward the development of novelty cartons. The change that has taken place has been in the direction of improved designs, better art work and plate work to get the effectiveness of the printing on the cartons.

"Few of our customers use the family style of cartons with a display feature predominating, as in most instances the cost allotment is not included in their budget for such kind of advertising.

"Many consumer manufacturers in specifying their

orders have shown a tendency to buy better grades of board, particularly the grade of board that will show the better arts of printing. This, of course, has tended to increase the use of better boxes. Production facilities in the modern box plants have now been improved and thus in turn assure better boxes. The application of quick drying inks and adhesives have given these customers cleaner boxes, sturdier in



Three stages in carton design as used by Carpenter & Company for hairdressing.

The new carton is designed and made by Richardson-Taylor-Globe Corporation



A new "screen" display used by Feminine Products, Inc., which permits the featuring of two related products

construction and in most instances have done away with the offsetting of inks and bleeding."

From an authentic source Modern Packaging learns that color reproduction, printed by deep etch lithography, is to be applied to folding boxes. Certain production problems, due to the necessity of fitting press plate layouts to a cutting and creasing die, were encountered when this was first attempted, but these difficulties, it is understood, have now been overcome and the method is expected to produce shortcuts and a saving on repeat orders.

In response to a request for information concerning carton board, I. M. Donlo contributes the following:

Recently redesigned golf ball cartons are used by A. G. Spalding & Bros. Frank Condon is the designer



"Clay coated boxboard has demonstrated its value to almost countless trades over a period of many years. Like coated papers clay coated boxboards are demanded wherever a really fine job of printing is desired. In folding cartons the superiority of clay coating—its smooth, fine grained texture, fastness to light and its brilliance in reproduction—do not require additional emphasis. Of the twenty-one folding cartons selected among the one hundred outstanding packages of the year (the 1933 All-America Package Competition) fourteen were clay coated."

Of interest, not only in connection with this summary but to the general packaging field, is the following contribution by Carl E. Foss of The International Printing Ink Corporation on the subject of printing inks.

"The last decade has brought about astounding developments in the Graphic Arts. Although the three major principles involved in typographic, lithographic and intaglio printing are fundamentally the same as at the time of their discovery, many developments and refinements have been made. Many new machines are now available which will handle practically any kind of sheet material for printing and many new inks have been developed for use on these materials. The speed at which printing operations are made has grown with leaps and bounds and the uses to which printed materials are put seem infinite.

"The developments in the ink field have been dependent in some cases upon the developments in certain allied industries. As ink making is the proper combining of various suitable materials into an ink that will work under specified conditions, it is necessary that we consider the raw materials first.

"In the last five years or so, the dry color people have made significant progress in the manufacture of pigments for printing inks. Pigments are now available that have considerably more strength tinctorially. This applies not only to the increase in strength of the same lakes and organic pigments, but also to the development of entirely new pigments having great strength. This greater strength is of especial help to the lithographer who likes (Continued on page 62)

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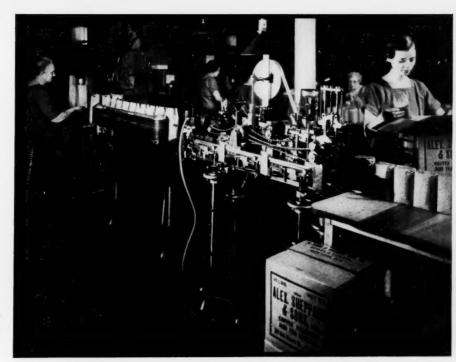
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Weight 23/4-lb.

White Sewing Machine Company employs "utility" design in the cartons for its "auxiliary" products





Packaging coffee at the rate of 24 bags per minute—a close-up view showing automatic bag closing and sealing unit

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the Business Of PACKAGING - V* by Francis A. Westbrook, M.E.

HERE are a great many kinds of powdered freeflowing products which are offered for sale to the
public in the form of display packages, and also
in packages which enhance the convenience of
their use. These include foods such as flour and cereals,
and toilet preparations such as face powders, etc.
Such products have the general characteristic of being
dry and of flowing more or less freely from some
reservoir associated with the packaging machinery
into the package. As a general thing it is desirable to
incorporate an automatic weighing device in the package production line so that there will not be any
variation in the amount of the contents of each package.

• Previous installments of this article appeared in the January, February, March and April, 1934, issues.

The filling is naturally followed by sealing, wrapping and sometimes labeling and tying. This can best be illustrated by some examples taken from actual installations in operating plants.

A recent installation of equipment has been made by the Triangle Package Machinery Company at the plant of the Maney Milling Company of Omaha for the weighing, filling and sealing of $2^3/_4$ -lb. packages of biscuit flour. This is a semi-automatic line with a production of 14 to 18 completely filled and sealed packages per minute. The weighing is done on a gross weigher, especially designed to handle biscuit flour containing 10 to 20 per cent of shortening. This is done with an accuracy not varying more than $^1/_4$ oz., plus or minus. The operator places the glassine bag



Weighing, filling and sealing 2³/₄-lb. packages of biscuit flour at plant of Maney Milling Company



TABLE 8. SPECIFICATIONS. WEIGHER AND BAG

Length, floor space	. 8 ft. 6 in.
Length, overall	.12 ft. 0 in.
Width, floor space	. 1 ft. 8 in.
Width, overall	. 1 ft. 8 in.
Height, overall (sealer unit)60	in. to 65 in.
Bag conveyor (height adjustable)25	in. to 36 in.
For bags ranging in height from	in. to 12 in.
For bags ranging in width from	2 in. to 3 in.
For bags ranging in length from 3 in	1. to $4^{1}/_{2}$ in.
H. P. required, folder and sealer	1/10
H. P. required, shaper and packer	1/6
Speed, bags per minute	Up to 25

on the weighing grate and lightly pulls a lever and the filling, weighing and cut-off take place automatically. The operator then places the filled bag in the bottom glued carton as it passes by on the sealer, while

a following bag is being filled on the weigher.

The sealing is semi-automatic and the required equipment is flexible and simple. On the other hand it calls for two operators, one for bottom sealing and one for top sealing. Whether this is better equipment to use than fully automatic machinery will depend, of course, on several considerations related to

local conditions, such as the cost of labor, quantity of production on any one article, the type of package, etc. By permitting the equipment manufacturer's engineers to study the problem they will be in a position to recommend the most economical set-up to install, all things considered.

The sealer is placed at right angles to the gross weigher to make it convenient for the operator of the latter to drop the filled glassine bag into the passing bottom sealed carton. This assures harmony of operation between the two units, a minimum of investment, continuous and satisfactory operation and a flexibility which makes it possible to change from one size package to another in 10 minutes at the most.

The final operations are as follows: After the tops of the cartons are sealed, they pass through a dryer which dries both the top and bottom seals in a single operation. When the packages emerge from the dryer they are ready for wrapping with a highly finished multi-color wrapper. A pasting machine applies paste to the label which is then placed, printed side down, on

a cushioned pad and the sealed shell is registered on the back of the label. The package is registered by printing right angled lines on the back of the wrapper. Three or four operators easily wrap and paste at the required speed. The finished packages are then packed in cases, ready for shipment.

This same equipment is also suitable for packaging numerous other kinds of merchandise. It is very compact and requires a space of only 5 ft. x 3 ft. for the gross weigher and 18 ft. x 3 ft. for the carton sealer, thus permitting space economy.

An interesting installation for conditions differing from the foregoing was made at the plant of Alex. Shepherd & Sons of Philadelphia for packaging ground coffee. The equipment was made and supplied by the

> F. Gump Company. This is shown in an accompanying illustration and also in plan and section in Fig. 4 which might apply to other jobs. The ground coffee is packed in paper bags in amounts of from 8 to 18 oz. at the rate of about 24 bags per minute.

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The equipment consists of a net weigher and a bag closer. The operator at the weigher places the empty bags under the

places the empty bags under the spout, receives the charge and places the filled bag on the moving belt which carries to the bag closer. The latter machine then automatically packs and shapes the bag, makes the triple fold in the top, places a 1-in. tape on the folded portion and seals it down. The finished package is discharged on to the table where the shipping cartons are placed, as shown in another illustration. That this set-up is versatile is shown by the fact that it may handle a great variety of sizes of bags. Some of the principal dimensions and other details are shown in Table 8. Such equipment is used in numerous plants scattered from coast to coast. The weighers may be used alone or be associated with

Saranac Bag Sealers, Inc., makes paper bag sealing machines involving a reverse double fold which is then stapled. The idea is to make a sift-proof seal which will meet the requirements of the specifications of the U. S. Interstate Commerce Commission. These machines can handle bags of sizes carrying from 1 to 12 lbs. and a good many varieties of paper, but when

other types of sealing or closing machinery.

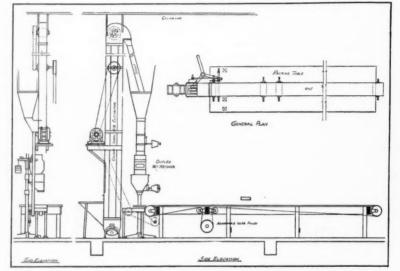


Fig. 4. Plan and elevation showing equipment for packaging ground coffee or similar products

contemplating their use it is well to tell the manufacturer exactly what the conditions are so that any necessary modifications in the machine can be made. Bags sealed in this way are especially desirable for products which on account of their poisonous character or other conditions require a tight seal. Thus insecticides, dry chemicals, paints, carbon black, etc., are packaged in this way. For instance the Niagara Sprayer and Chemical Company of Middleport, N. Y., makes packages of this type. They are also used by the National Tea Company. The rate of production varies from 10 to 20 bags per minute, depending on the skill of the operator. Up to six staples can be driven at a stroke and they may be as close as $^3/_4$ in. apart. In some instances it is possible to close two bags at

once on the same machine and with the aid of one operator.

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Packaging machinery for handling powdered and free flowing granular products is made by several concerns. Stokes & Smith Company of Philadelphia manufacture machines for filling various types of containers with different food, grocery, dry and chemical products. Others are used for filling and

sealing cartons, others for tight-wrapping the filled cartons, etc. It will be noted that a hopper with a weighing device is characteristic for practically all filling machines for powdered products. This is the distinctive feature. The carton sealing and tightwrapping machine can be used for any type of product after the packaging operation has progressed that far. The Stokes & Smith machines are made in semiautomatic and fully automatic types with productions ranging from 15 to 60 packages, and on some of the fully automatic filling machines as high as 120 per minute. The packaging of Royal Chocolate Pudding and Royal Vanilla Pudding, both powdered products made by the Royal Baking Powder Co., by means of Stokes & Smith machines was described in the December, 1931, issue of Modern Packaging. This is a very complete installation involving the mechanical opening of the cartons, bottom sealing, inserting a liner bag, filling, closing and delivery of the printed cartons to the packing table, at the rate of 60 packages per minute. The Royal Chocolate Pudding is tightwrapped in addition. Conveyors are used to pass the products from one operation to the next.

The Packomatic packaging machinery made by the J. L. Ferguson Company and mentioned previously is used by the Orford Soap Company of Manchester, Conn., for filling Bon Ami in a new oval shaped container wrapped in transparent cellulose for bathroom use. This machine was specially developed for this work, and is representative of what the manufacturers of this kind of machinery are prepared to do. Seeds, peas, beans, coffee, corn flakes, etc., are packaged by these machines made by this company. The rates of production vary with the products and particular machines used.

The Pneumatic Scale Corporation also manufactures

machines for the making up of packages of powdered and granular products. Among the well known products handled by this company are Aunt Jemima pancake flour, Pillsbury's cake flour, Cream of Wheat, etc. In addition to packaging in cartons, jars and cans this company makes three sizes of bag weighers for filling bags with flour. The performance of these machines is



Filled and sealed bags are hand packed in shipping cases. Plant of Alex. Shepherd & Sons

shown in Table 9. The company designs and installs the entire packaging system, some of which are very elaborate and fully automatic.

The transition from the packaging of powdered products to the packaging of granular materials is not in all cases well defined so far as the machinery is concerned, and some machines can handle both kinds.

TABLE 9. SPEED AND ACCURACY OF WEIGHTS, BAG FILLING MACHINES

Sack Size, Lbs.	Number Handled per Minute	Weights Not Varying Over, Ozs.
$2-2^{1/2}$	16-20	1/8
5-6	14-18	1/4
7, 10, 12	12-14	1/4
24	10-12	1/2
49	6–8	1

Actual results have shown that where there are exceptionally good operators, speeds can be increased.

In fact many machines, such as those used for labeling and wrapping, for example, can be used on any kind of product, while of course others like bottling or tube filling machines can be used for no other purpose. This should be borne in mind (Continued on page 86)



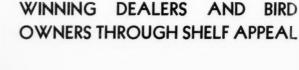
Embodying simplicity and directness in copy, the Miller packages register favorably with both dealers and buyers



The combination of color, trade mark and similarity in type effects a family group tie-up among all of the packages



Seventeen different items comprise the complete line of pet products which are offered by the Battle Creek Pet Food Company



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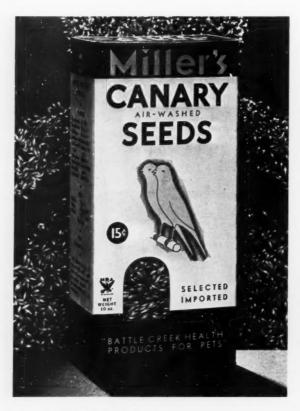
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ROBLEM: Take three cartoned products, two "loose" products, bottles and jars to a total of seventeen, mix well, strain, and emerge with a sympathetic, distinctive, colorful, correlated "family" of packages. The solution is found in the accompanying illustrations which show a group of new packages designed for a new line of bird products.

"How far should the idea of appetite appeal be carried in designing products for pet consumption?" "All the way," was the answer of the Battle Creek Pet Food Company, Battle Creek, Mich., in developing the packages for its new line of Miller's "Battle Creek Health Products for Pets."

Seventeen different items are included in the complete line. So well are they "blended" that pet food buyers can quickly spot the various products on the dealers' shelves because practically all packaging fundamentals have been included in the design of this unique family of products. And because of this accorded recognition by buyers, there has been an eagerness on





the part of dealers to stock and display the various items of the Miller line.

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The packages appeal to pet owners because they are clean in appearance. The dominant color of the labels is a pleasing canary yellow. Dark blue carries the important type messages. Spots of red such as in the brand name and the background of the two-canary trade mark add life to the designs. On the cartons the white of a special clay-coated stock is used as the dominant color to emphasize the cleanliness of the cartoned products.

Family identity is kept throughout the packages by (1) the colors used, (2) the pair of canaries, (3) a dark blue band at the base of each label or carton in which "Battle Creek Health Products for Pets" appears in white letters and (4) similarity of type.

Transparent cellulose windows on the sealed cartons give the purchaser an opportunity to inspect the quality of the products. Clear glass is used for the food bottles and Bird Wash bottle for the same reason. The remedy bottles are dark brown to prevent inspection since the ingredients settle while standing. Closures for the large bottles are of frosted aluminum and for the "liquid" bottles are molded.

The designs are the work of the Staake & Schoon-maker Company and the Ogden Advertising Art Service. The cartons are produced by the Sutherland Paper Company of Kalamazoo, Michigan.



Each package has been carefully chosen with a view of providing a utility container suitable to the product

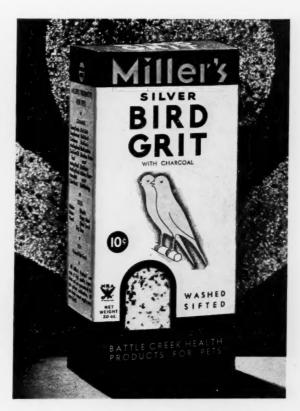


Because essential elements of effective display are incorporated in these packages they win ready acceptance from dealers



Wherever possible the purchaser is given an opportunity for a visible inspection of the product as it appears in its package







PACKAGE IDENTIFICATION AND PROTECTION

by Waldon Jawcett

NOTHER milestone—and a mighty important one—was reached this spring in the evolution of carton property rights. Holed—Tite Packing, Inc., paid the bill for a judicial show-down on the extent of exclusive privilege attaching to an exclusive design. And, whereas, the

well-known manufacturer of egg flats, packing sheets, holders and wrappers did not win the monopoly it sought to establish, the net result was to throw new and specific light on the extent to which package features are protectable as devices of identification.

What the New York package supplier tried to do in this latest exploration of carton franchise was to ascertain whether the name or designation of a distinctive form of package and packing might not be forever reserved to the exclusive use of its creator via a grant of trade mark conces-

sion. Accordingly, Holed-Tite Packing, Inc., applied for the registration of "Holed-Tite." And when it failed, in the first attempt, it tried and tried again. That is what makes this outstanding test case of 1934 a pace-setter for future package "homesteading."

The new kinks, in the strategy of package isolation, are what count for onlookers in this latest attempt to get Uncle Sam to help fence off a unique package. It had been pretty well demonstrated, in previous attempts to crash the Patent Office gates, that trade mark recognition cannot be obtained for package form. Nor, broadly, for package color. Yet more recently came official eye-openers showing that a trade mark mortgage cannot be based on a package closure. Nor yet on the structural or functional feature of a container. So, the latest foray sought to shelter a packaging medium beneath a brand name suggestive of the character and performance of the package. It added to the novelty of the situation that Holed-Tite Packing, Inc., made its fateful throw with a nickname suggestive of internal as well as

external packaging as applied to the company's product.

This trial of "Holed-Tite" as a fencible, one-product pet name has been in progress for several years and has just reached its final climax. Originally couched in terms of egg packing, its scope was later changed to "cartons." So that the issue was clean cut. The

net result was to produce the ultimatum that carton-monopoly cannot, legally, be based on any word or term (popular or technical) which the Federal censors regard as "descriptive" of packages or a method of packaging.

Such was the sentence pronounced by the U. S. Court of Patent Appeals when the persistent Holed-Tite firm refused to take "No" from the trade mark censors at the Department of Commerce. The Federal judges, who had the last word to say, declared that it did not cure the descriptiveness that the handle

scriptiveness that the handle "Holed-Tite" was misspelled. Their conclusion was that to the minds of packagers and purchasers the compound word would point to a way and a means of holding package contents. And, under the traditions of common language sharing, all packagers must be left free to use the words that visualize a species of packaging.

HERE'S a constructive kick for the cause of package recognition and exclusive package fortification in a recent by-product of the NRA Code system. At first glance it may seem to be a far cry from package security to the new platform for jewelry manufacture. As it happens, though, both lines are heavily dependent upon design and to that extent are brothers under the skin. To make short the story, behold what a Code Authority can do for design integrity in the workings of the Design Registration Bureau, set up by the medium and low-priced jewelry industry. Is it a success? Well, in less than three months, 125 companies have filed (Continued on page 87)



HE complete story of Mexican Habanero, the national drink of Mexico, has been put into the package used by the Mexican-American Habanero Corporation. Viewed as a market for this product, the United States offers certain factors favorable to the distributor as well as unfavorable factors. Listed with the former are the following: The quality of the product, which the company believes should become widely popular; the Mexican background, tieing-in with the present craze for Mexico and things Mexican; the company's practical monopoly of its product in this country; the American habit of trying anything new if it has been sufficiently publicized. On the other side is competition in the liquor field, the typical American's feeling that anything not labeled Gin, Whisky, Rum or Apple Jack is some trick foreign drink not suited to his tastes, and the danger of Habanero being written off as just another Latin-American drink. «» Mexican handmade glass has a rough, individualistic, almost unfinished look, it has its own peculiar greenish color. The Mexican national colors—green, white and red -are laid across the label in three wide stripes and say Mexico in loud, impressive tones. The Charo costume, in which the central figure is dressed and which marks the wearer as a man of wealth and quality, is still worn on fete days, during fiestas and in the country on great occasions. The trade name lettered in typical Mexican fashion and the addition of gold and black to the original colors produces a finished label with a shelf appeal that can stand anything in the way of competition.

Sensible and distinctive is the new bottle for French Dressing by Otto Seidner. A firm, non-tippable base, decoration and lettering applied direct to the glass and black metal cap. Bottles and caps are by Hazel-Atlas Glass Co.



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Quinlan's use this hexagonal folding box with separate cover, made by Lebanon Paper Box Company, for its "Reading's Original" butter pretzels.







Separate cakes of Lorie Spanish Lemon Soap, made to resemble that ments, are transparent wrapped by United Drug Company, Ltd

Neat but not gaudy is the simple display for Riviera bridge pencils des by Furman-Gold Company and made by Willow Paper Box Box Com



verings of papers

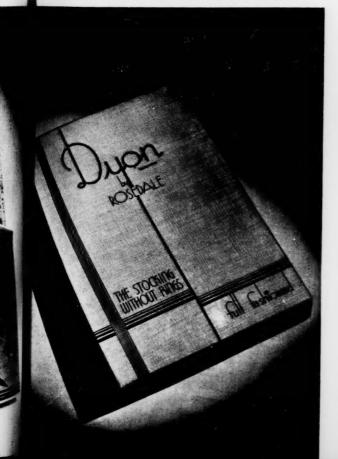
pape



overings of maroon velour and edgings and linings of gold foil, both papers by Keller-Dorian, impart dignity to this stationery box.

cany, Ltd.







To get an "aged" effect, Old Ruxton creates a corresponding background in carton and label. Alvin Epstein is responsible for the design of both.

Schnefel Brothers, Inc. presents its new LaCross nail polish set in a molded case. Base of Bakelite, cover of Beetle, molded by Mack.



Step right up. Product – here's help to Leadership







ALCOA ALUMINUM FOIL ADDS EYE-APPEAL AT COUNTERS, PROTECTS PRODUCT GOODNESS, ECONOMICALLY

Think of it! Up to 43,300 square inches of this mirror-like beauty to the pound! How's that for economy?

But Alcoa Aluminum Foil adds more than merely a spotlighting of your product on sales counters. It effectively guards the goodness of your product, so that customers will select it again and again. For this paper-thin foil is METAL; practically impervious to light, air and moisture. It reflects away heat. It is absolutely pure and sterile, safe in direct contact with foods; or can be furnished with any suitable backing you desire.

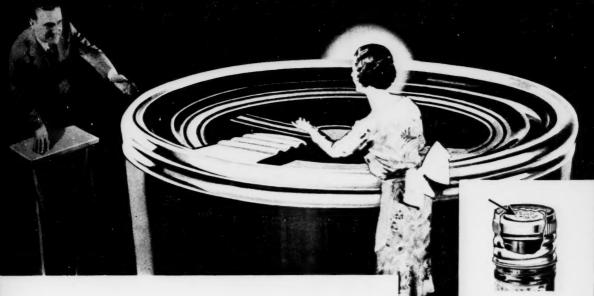
Alcoa Aluminum Foil STAYS bright, too. It can be printed or embossed with any design you wish. Has great tensile strength, yet is so light that it reduces shipping costs.

There is much more you will be interested in. Tell us what your product is so that we can send samples of foil appropriate to your use. At the same time we'll send additional facts. ALUMINUM COMPANY OF AMERICA, 1829 GULF BUILDING, PITTSBURGH, PA.



ALCOA · ALUMINUM

"H-m-m, a Real Vacuum Seal" "And I won't need a tool to open it!"



GOLDY SEALS

ON RE-USE CONTAINERS

- Protect your Product
- Build Good Will

It's interesting to watch product after product come out in a new, clever re-use dress, catch the public's eye and fancy, and scoot along to a new sales record.

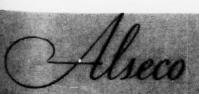
And that's where the Goldy Seal is helping smooth the path for scores and scores of products.

Smart, new designs in thin blown glassware are available. They give visibility to your attractive product...as well as provide an effective re-use sales appeal.

Even if your product needs a perfect vacuum to protect its goodness, Goldy gives it to you, PLUS EASE OF OPENING. A Goldy Seal banishes the sales resistance that wells up in women at sight of a seal that recalls anguish and nerve-racking struggles to open.

We have a lot more information and help for you than we could crowd on this page. Let's get together and start something to jump your sales. Write ALUMINUM SEAL COMPANY, NEW KENSINGTON, PA.







SEALS AND SEALING MACHINES



SANIFORKS have a greater display value and denote cleanliness and convenience when offered in a printed transparent cellulose wrapping, as shown. These are made by Sanitary Products Corporation; the package is designed and made by Milprint Products Corporation.

*** Barbara Gould introduces her Four Perfumes for the Four Ages of Beauty in a lacquer-red and ivory folding case—just as they will stand on a woman's dressing table. Bottles are of same size, shape and design; numbers on the labels designate different fragrances.





HERE has been a noticeable increase in the use of metal foil labels, particularly as applied to food products. Where, formerly, but few of these were to be seen on provisioner's shelves, today one finds many types and designs. ** For its Sky Harbor brand of peanut butter, the Williamson Candy Company uses three styles of modernistic type jars sealed with white enamel metal C T screw caps. The paperbacked metal foil labels, printed in black and red, are produced by The Tablet & Ticket Company.

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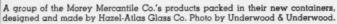




Lucretia Vanderbilt. Bottles by Owens-Illinois, cartons and display box by Warner Brothers, labels by Richard M. Krause, Inc. ** Effective tie-up of manufacturer's name with trade name of product was wanted in the Thomas Creighton Shubalm package. Paul Rosenbaum of the staff of George Switzer did it. Package and label are in black on blue to emphasize white of lettering and contents. The swan symbol suggests whiteness, cleanliness and grace. Both bottle and cap are from Owens-Illinois Glass Company. ** Wheeler-Barnes Company, for its line of jellies and preserves, makes use of thin-blown glass reuse containers. Sealed with Anchor T caps. Photograph by courtesy of Anchor Cap & Closure Corporation.







SILVER
GLASS - PORCELAIN
and
ALL METALS
JUST ADD WATER

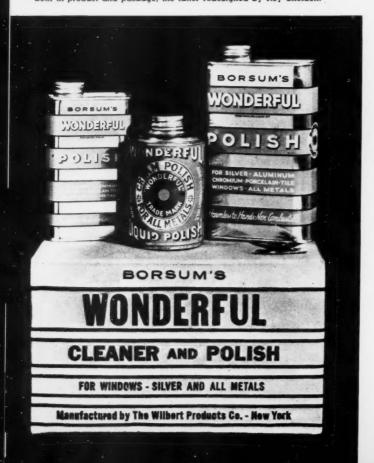
SAVOGRAN

CLEANER

POLISH

New product (polish in powder form) made by The Savogran Company container, made by the American Can Company. Label, royal blue a

Fifty-two years later Borsum's Wonderful Polish (est. 1882) is brought up to date, both in product and package, the latter redesigned by Roy Sheldon. After exhaustive research of process and package, Reid Murdock 6 adopted vacuum-packing in glass. Owens-Illinois designed and made





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FOR PICKLES, OLIVES AND CHERRIES



Feanty,
Convenience,
Speed
and Security





TO RESEAL Press on

High Speed Vapor Sealing

WHITE CAP COMPANY New York CHICAGO London, England

WHITECAPS



A DOUBLE SALE AND TWO PROFITS

by Edward Thompson

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WELL PLANNED COUNTER DISPLAYS NOT ONLY SELL BRUSHES BUT ALSO CREATE A DEMAND FOR PAINT

HE effective counter display must provide something more than just a means whereby a manufacturer can place his goods within easy sight and reach of the consumer. It requires that there be incorporated therein the stimulation to buy the goods so displayed. Unless this is accomplished consistently, the display soon becomes a space waster and is supplanted by others that can

render constructive sales—the retailer considers his counters, windows and shelves of too much value to permit of "drone" displays. Regardless of the product involved, the approach to direct consumer sales—via the counter display—must be interpreted in terms of the product and its uses to the buyer. It therefore devolves upon the manufacturer to have his display incorporate all, or as many as possible, of those appeals.

Recently the Baker Brush Company, Inc., in featuring two assortments of its brushes, placed among dealers two new counter displays which incite immediate interest by cashing in on the home-lover's natural inclination to beautify his surroundings and appealing to his or her desire to brighten up dark corners.

As may be seen from the accompanying color reproductions, these displays are in pleasing colors and compel attention, at the same time producing a desired effect—that of freshness and cleanliness, which one may obtain through the use of paint. The well executed illustrations suggest application—a few ideas which immediately start a train of thought in the mind of the prospective buyer and are translated in terms of his own belongings. He thinks of the effects which he can obtain through the use of brushes and paint. An assortment is provided—he may buy more than just one brush because several sizes are offered and each of these is applicable for a particular purpose. He knows—because the prices are stipulated in definite

spaces—just what he has to pay—the services of the sales-clerk are not required. And the brushes are easily removable from the display in case examination is desirable.

"Wall-Purpose" The assortment display includes two dozen wall brushes arranged as illustrated: onehalf dozen, 3 in.; onehalf dozen, 31/2 in., and one dozen, 4 in. The display is shipped to the dealer in compact form, complete and with a protective sleeve. It is easily and quickly set up by the dealer and can be placed in immediate use. The "Usa-Brush" assortment consists of twelve dozen all-purpose brushes: three dozen, 1/2 in.; five dozen, 1 in., and four dozen, $1^{1}/_{2}$ in.—a popular range of fast selling brushes. Similarly, this display is shipped in a tight fitting

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carton to protect the contents which are placed in an orderly arrangement.

These serve as excellent examples of constructive displays which win the approval of retail dealers and satisfy the consumer demand for products that can be sold without the often objectionable urging on the part of the sales clerk. Further than that, they serve a dual purpose in that paint as well as brush sales are stimulated and the dealer likewise benefits. In design and construction the displays show the result of merchandising thought, as carried out in accordance with our present-day regard for effective sales helps.

An additional point which may be mentioned in con-

nection with these displays, and which, too often, is overlooked in the planning of displays, is their compactness and the fact that less space is occupied on the counter or shelf than that which would be required for an adequate showing of the products by themselves. Then, too, the display affords the opportunity for a convenient storage of the brushes.

While no figures as relating to the performance of these displays are available at this time, it can be predicted that they will have a salutory effect on sales for the designs have been carried out along sound merchandising lines and have incorporated the outstanding



These displays, by appealing to the urge to renovate, tell and sell not only brushes but paint as well. Color plates have been furnished through the courtesy of Brooks & Porter, Inc.

principles of successful displays. These displays were designed and produced for the Baker Brush Company, Inc., by Brooks & Porter, Inc.





THE STORY BACK OF THE DISPLAY

by H. R. Gogay*

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HE day of the container or package that is merely decorated is waning. The realization is growing fast that a package or display must contain within itself "the power to sell."

It is somewhat hard to describe or define this elusive but very real quality of "power to sell." Perhaps the phrase "beautiful but dumb" expresses the thought. Good looks help, but the successful saleswoman must possess something more and that something is personality. So with a package, or display—it must possess something more than good looks, and that something is a proper sales presentation of the product. It must tell the story; it must lure; create a desire to possess, and it must do it quickly. A glance, and a sale is made or lost—the impulse to buy rings the bell of the cash register or the prospective buyer passes on to patronize competition.

Much has been written about attention value, color harmonies, shape, form, size, and so on. These are important, of course, and vitally so in many respects. But there is something even more important, more fundamental: "the story back of the display."

Much has also been written about the woman who buys; she has been dissected, analyzed and so forth, and we have perhaps learned something about her. But there are other parties sitting in on this game of merchandising—the dealer and (Continued on page 78)

^{*} President, American Marketing and Management Service, Stamford, Conn.



METAL FOIL CAPS FOR WINE BOTTLES

FORMERLY OBTAINED MAINLY FROM IMPORTED SOURCES, METAL CAPS OR CAPSULES WHICH MAY BE APPLIED TO TOPS OF WINE BOTTLES ARE NOW AVAILABLE IN THE DOMESTIC MARKET

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IKE a rose in a rare jade vase, good wine is at its best in a bottle that is fashioned to the part. The effect created by the delicately tinted glass, the long graceful sweep of the neck and the bright distinctive label is quite as essential as the sparkle and bouquet of the wine itself.

Of course the element of style includes the top. A well tailored wine bottle does not appear in public without a "dress seal" over the proverbial cork. The material selected for this seal varies. In the old days the necks of many bottles were dippped in a wax preparation. Today, this has been largely supplanted by the use of metal foil wrappers which cover the entire top and extend down over part of the neck.

A practical variation of this type of cap is the Aluvin

capsule—a newcomer to American wines, made of aluminum foil, cup shaped and applied by machine. In addition to providing pleasing appearance, the capsule keeps dust and dirt at a safe distance. The inside is coated with a special adhesive which forms a firm bond between the bottle neck and the foil. The seal must be destroyed to remove it.

Metallic sheen of foil combined with vivid hues of lacquer create a color effect in the capsule that is both pleasing and unusual. Often gold or natural aluminum are used. The seal is really a complement to the bottle and its contents—an added touch of frosty goodness to stimulate the eye as well as the appetite.

Several of these foil caps are shown in the accompanying illustration as they appear before and after being applied to wine bottle tops. As may be seen, the trade or brand mark or company name may be embossed or debossed on the top of the cap for identification purposes, these enabling a tie-up with the bottle label. As previously mentioned, the removal of the seal destroys it for future use so that the consumer is afforded the protection of knowing that he has purchased the original bottling of the vintner and not a substitute.

CONVERTING IGNORANCE INTO RECEPTION

(Continued from page 42) to keep his ink film as thin as possible and still get good color. Colors of higher brilliance and better permanence are also available. This can be attributed to more careful laking, newer precipitants and to entirely new colors.



A selection of cartons recently designed and manufactured by the Empire Box Corporation for its clients

"Considerable work has been done with non-skinning inks. In the past much ink was lost due to skin forming in open ink containers. This is one of the many problems in which the research chemist can be shown at his best. Inks that dry by oxidation have been developed that will not skin in the can or fountain for as much as ten days and more and yet dry on paper in three to four hours.

"Non-scratch and non-rub inks have been developed since the advent of the new raw materials. Some of these materials have the property of producing a very hard abrasion-resisting surface. These inks are available for all types of half-tone printing.

"Inks that are practically odorless in both wet and printed form are now commercially available. There are two major classes into which these inks fall. The first is a reodorized ink to which an essential oil has been added to camouflage the ink odor. The other kind are substantially deodorized inks made from carefully selected materials which have a minimum of odor when wet or dry. These so-called deodorized inks are being used generally for printing on food wrappers and containers.

"There are many other new developments that might be included, such as non-livering inks, steam-resistant inks, inks that do not lose their drying speed on long storage, imitation water color inks, heat and watersensitive invisible inks and safety check inks.

"Inks have also been made which will print satisfactorily on glazed paper, glassine, transparent cellulose, artificial rubber, artificial leather, metal coated papers, aluminum, lead and copper foil.

ACCURACY OF DETAIL CHARACTER-IZES MINIATURE LABELS

The development of the miniature package in the liquor field has presented to label designers and manufacturers a new problem. Such miniature packages are usually planned as reproductions of the larger packages of the same brands, varying from these larger models only slightly if at all. It is therefore necessary to reproduce from an area as small as one-eighth the normal size of a label, the full detail and the full attractiveness of the larger parent label. A typical example of a successful solution of this problem is found in the Gooderham and Worts, Ltd., labels for their miniature Martini Cocktail, Manhattan Cocktail and Five Star Blended Whiskey packages. Here qualities found usually only in the finest of cosmetic and perfume labels have been attained. Particularly has the accurate reproduction of detail even in the fine script line of the



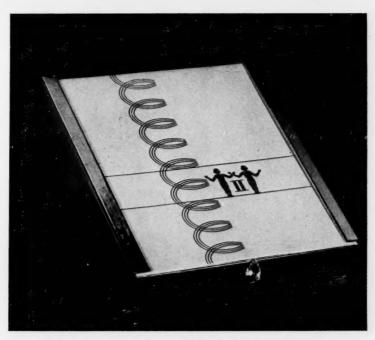
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signature been achieved. Such results are particularly difficult in working on foil or metal stocks. Yet the common use of such stocks on the larger sizes of liquor bottles makes it necessary for the same stocks to be used upon the miniature packages. A further difficulty which has again been surmounted by adherence to the close standards developed for cosmetic and perfume label production is found in die cutting. Here perfect register is a paramount importance because of the fineness of detail on the label. A departure to the right or the left, to the top (Continued on page 83)



DISTRIBUTION ECONOMY THROUGH PACKAGE CONSTRUCTION

by Paul Ressinger

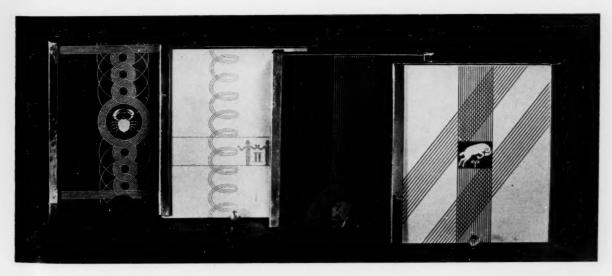
ANY FEATURES are included in a designer's study and research before he starts actual work on a job of packaging. The creation and execution of his designs and the effect through visual means on the sales of the product are only the obvious portion of his work. Each element of the plan of distribution and sales must be thoroughly considered, and if the opportunity to improve on these features appears, it is not only a satisfaction for him to take advantage of it, but it is part of his service to his client.

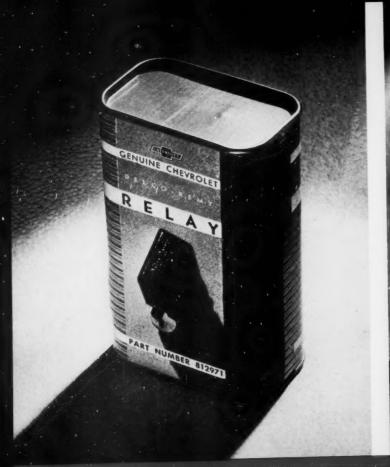
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83)

Occasionally a package designer's problem reaches as far back as the mechanical construction of the package itself. Perhaps the shape he has developed will ship better, through consideration of proportions, or perhaps it will stack to more advantage on the retailer's shelf. By careful study, one designer was able to pack in the neighborhood of ten extra gross of a product in a freight car, thus saving thousands of dollars a year freight charges for the manufacturer. This was accomplished through his evolving an ingenious method of constructing (Continued on page 84)







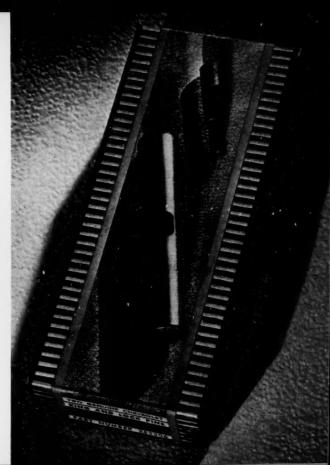
Using photography as a means of illustration enables the customer to visualize what he is about to purchase. Modern in design and reproduced in two and three colors—black, blue and an additional color—the new Chevrolet packages

for parts strike a new note. The additional color is an all the stock clerk in selecting the part required; orange indicates on part, green a motor part, etc.









PHOTOS FORM ILLUSTRATIONS ON NEW PACKAGES USED FOR CHEVROLET PARTS

Upper left: Front cover of "Charrolet Service News" which shows reproduction of new packages. Peckages designed by Kenneth Edward Addition who also furnished the photographs illustrated

EARLY three hundred Genuine Chevrolet parts have been newly packed, all shapes and sizes. Favorable comments with much enthusiasm from dealers everywhere are reported by the Chevrolet Motor Company, as the result of the recently designed packages. Quoting Howard Hughes, Chevrolet Parts & Service executive and editor of Chevrolet's Partsmart and Service News: "The new packaged parts have proved very successful from a merchandising standpoint in that we find it gives the partsman an opportunity to dress up his counters and the show room windows with displays of these attractive boxes so that the customers entering the parts department can see just what the dealer has for sale. The added appeal of the photograph on the box immediately calls to the attention of the customer some part or parts that he may be in need of and immediately a sale is created. Another feature of these packaged parts, from a manufacturer's standpoint, is that it distinguishes the genuineness of the parts in the box. This feature is one that more than repays us for the effort and moneys expended in the design and manufacture of the boxes."

In designing the new containers improvements in structure have been made as well as in appearance. This is a helping factor in packing, shipping, and handling, in addition to the many possibilities for window and counter displays.



Editorially speaking * *

PACKAGE COSTS NEED A NEW INTERPRETATION



E ARE definitely of the opinion that a new perspective with respect to package costs, from the standpoint of both package users and suppliers, is necessary. The need for this has existed ever since the package became recognized as a factor in

merchandise sales, but at no time has it been more apparent than now, when there is an unmistakable advance in the expense of packaging. The latter statement is not a mere guess or an opinion which has been obtained from a few scattered impressions; rather it is the result of a careful survey which covers every branch of industry in which packaging is practiced—a substantial cross-section of opinions from which definite conclusions can be drawn. The substance of this survey is now being collated and will shortly be presented to our readers.

We need not at this time consider reasons why package costs have increased. Most of these reasons are obvious, and while it may be possible to apply certain alleviatory measures, it cannot be expected that the actual expense of packaging, as applied generally, will show a reduction. However, it is high time that we accept the fact that today more is expected of the package, and because of that we should not be unwilling to establish a new basis of cost apportionment—one which will reflect a more adequate relation or ratio between package expense and package performance.

Unless a package actually sells or aids in the selling of goods it is not performing its most valuable function and becomes a liability to its sponsor. And the expenditure, even though it be slight, cannot be justified. On the other hand, a package, carefully planned in accordance with correct merchandising principles, can build consistent sales for its contained product—its performance can be measured in terms of sales increases. We say that a good package can prevent a decrease in sales, perhaps can stimulate sales. And, up to a certain point, any improvements in that package will make for more effective sales—the better the package, the more certain the distribution of the merchandise. All of these are proven points and have come to be accepted as basic by the progressive manufacturer.

Yet, in accepting these principles and comparing the manner in which they are carried out with practices that hold in other forms of promotional effort, we find certain inconsistencies. A salesman's value, for instance, is based on his ability to produce sales; he is compensated for his efforts in upholding and building business for his firm, his expense to his company must be justified by performance. Promotional advertising-in magazines, newspapers, direct-mail, billboard, radio, etc.—is paid for on the basis of anticipated returns. If, in either case, the expected results are not forthcoming, adjustments or other arrangements are made. But in the formulation of a budget that estimates the probable expense of such promotive measures there is always a more or less generous allowance included-an amount which can be accounted for only because of anticipated performance. In both instances we find evidence of an appreciation of performance, as reflected in the allowed expenditures.

Because the importance of the package has been a fast moving development and due, in no small measure, to the fact that material and equipment suppliers, as well as package service organizations, have accepted more or less established practices, we have come to take it for granted that the cost of a package must be placed at a definite figure. So much for this, we say, so much for that, the limitations being established entirely on the basis of the actual production of the package, with nothing allowed for the all-important factor of performance.

The result is, that with the costs so stipulated and predetermined, design and construction of the package become a matter of conforming to a practice which is detrimental to both users and suppliers. The limitations thus imposed open up the possibilities for the use of cheaper materials and cheaper workmanship which lessen the opportunity of the package to perform its most useful function. A procedure in which no one benefits.

So we say a new perspective on package costs is needed. An allocation, if you will, in which the manufacturer views his package in terms of what it will do for the sales of his product. We do not say he should spend more, but he should permit sufficient leeway in his package budget to permit him to buy sensibly and adequately. In this way, and only in this way, can higher costs be justified, both from the standpoint of those who make them and those who take them.

DE. a. Charlin.



THAT SOLVED 4 SALES PROBLEMS

ABERLE HOSIERY BROUGHT US THESE FOUR PROBLEMS:

1. Lift the product out of the crowd.

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- 2. Create multiple sales of the same shade.
- 3. Provide protection with visibility.
- 4. Give the complete setup the mark of quality.

A large order—but Dennison's reputation is built on just such different, difficult package problems. Here is how Dennison packaging experts solved them for Aberle Hosiery:

Dennison raised the sales unit

boxes shown above. They designed the transparent wrap for each pair of Aberle hose. This marks the first time in hosiery history that stockings have been individually packaged for ease in handling. Shade and weave can be seen clearly ... while the sturdy, glistening wrap discourages customers from opening before buying ... and so avoids the snags and runs which develop from rings and finger-nails. As for the mark of quality-it's enough to say that the Aberle Hose Box carried off a blue ribbon in the ALL-AMERICA TWELVE CONTEST sponsored by Modern Packaging.

> DENNISON CAN SELL MORE FOR YOU!

with the clever three- and six-pair Package appeal is our business. "The

thing you hadn't thought of" may be just what your product needs to lift it out of competition. Our 90 years of experience in designing and making labels, tags, seals, inserts, boxes, wraps, is at your service! Let us send you a simple Package Analysis Form that will provide a quick picture of your special problem. Fill out and return to us and we will get busy on constructive suggestions—without obligation to you!

	NUFACTURING CO. amingham, Mass.
•	•
	nd us your "Package nalysis Form."
Name	
Firm	
FirmStreet Address	

For Better Packaging SEE Demisson FIRST

HERE AND THERE IN THE PACKAGING INDUSTRY



The Ackerman Rubber & Plastic Molding Company, 986 East 200th St., Cleveland, Ohio, has recently been incorporated under the laws of Ohio. The latest types of molding presses and other equipment are being installed and the company is prepared to offer complete service in the engineering, designing and development of molded hard and soft rubber products and the various plastics. A. C. Fulton,



A. C. FULTON

formerly chief engineer with the Aetna Rubber Company, is vice-president and chief engineer of the newly formed company. F. J. Ackerman is president and general manager.

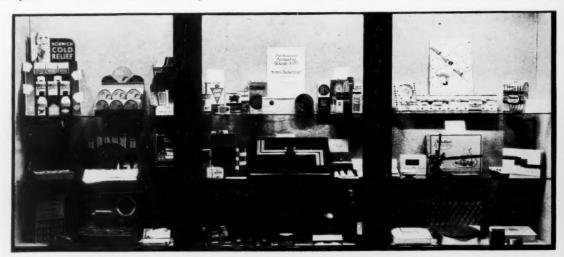
Joseph B. Federico, advertising artist and designer, associated with Baldwin-Urquhart Advertising Agency of Niagara Falls, N. Y., is now located in the agency's new quarters at 659 Main St. of that city.

J. S. Heuisler resigned as treasurer and general manager of the Maryland Glass Corporation on April 30 to accept the position of field sales manager with the Emerson Drug Company. The Maryland Glass Corporation and the Emerson Drug Company are closely affiliated, Bromo-Seltzer, Incorporated, being the parent company of both. Mr. Heuisler will continue to contact in his new position many of the friends he has made in the trade through his connection with the Maryland Glass Corporation.

Miss E. M. Schulle has been made treasurer of the Maryland Glass Corporation; L. C. Roche, general factory manager; and Philip I. Heuisler, Jr., assistant treasurer and assistant factory manager.

Fred Minier Howell, president of F. M. Howell & Company, Elmira, N. Y., died on April 29 after an illness of six months. He was 73 and for many years had been active in civic and church affairs. Together with John E. Aldrich, Mr. Howell founded the business of F. M. Howell & Company in 1883, creators and producers of folding and paper boxes, displays, labels, etc., which now enjoy a national distribution.

A new service for the manufacturer which keeps him advised month by month of the progress and availability of new inventions in his field has just been announced by **Inventions Digest, Inc.**, Chicago. This organization collects descriptions of recent inventions from patent attorneys and reports news of these inventions to manufacturers who subscribe to



An extensive exhibition featuring present-day trends in American package design was held recently at the Enoch Pratt Free Library, Baltimore, Md., under the direction of library officials assisted by Alvin Epstein. Among the various exhibits shown were several of the packages selected as the One Hundred Outstanding Packages in the 1933 All-America Competition. The above illustration shows a group of these packages. Exhibits were also shown of work of well-known package designers including Arthur S. Allen, Henry Dreyfuss and Walter Dorwin Teague.

PRODUCING

a thousand and one packages



for all Powdered and Free-Flowing Products, Pastes and Creams.

CARTON FILLING & SEALING MACHINES

TIGHT-WRAPPING MACHINES
COMPLETE PACKAGING LINES

Fully or Semi-Automatic, producing 15 to 120 units per minute.

WRITE FOR INFORMATION



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AT THE POX MACHINERY

PACKAGING MACHINERY

the service. Subsequent negotiations for sale or licensing are handled direct between the manufacturer and the inventor's attorney. Elsworth Keith, vice-president of Inventions Digest, reports a favorable response to the new service both from manufacturers and patent attorneys.

Bakelite Corporation held a two-day sales conference on May 1 and 2 which was attended by 125 executives and department heads. The first day was devoted to business sessions and the second to an outing and banquet at the Montclair, N. J., Golf Club. On the evening of May 9 the "old timers" of Bakelite Corporation held the first of an annual series of banquets at the Hotel Deauville, Summerville, N. J. Only those who had been with the company over ten years were eligible to attend. Out of the one hundred "old timers" present a large percentage were celebrating more than twenty years with the company.

Gair Company, Canada, Limited, a newly organized subsidiary of Robert Gair Company, Inc., has taken over the operation of the five paper mills of Canadian Paperboard, Ltd. The Canadian mills are located at Toronto, Montreal, Frankford and Campbellford. Four of the mills manufacture paperboard while a second mill at Frankford is devoted to the production of ground wood pulp. George W. Brown, president and general manager of Firstbrook Boxes, Limited, another Gair subsidiary, will serve also as vice-president and general manager of Gair Company, Limited, and H. J. Daubney, formerly general sales manager in the United States for Price Bros. of Canada, will serve as general manager in charge of the Canadian mills. Charles E. Whitten, formerly secretary-treasurer of Canadian Paperboard, Ltd., will serve as secretary-treasurer of Gair Company, Canada, Limited.

The Artists Guild, Inc., held its annual election on May 11. Harvey Dunn was elected president to succeed Cyrus Le Roy Baldridge; vice-president, Howard Willard; secretary, Thomas Benrimo; treasurer, Harry Stoner.

The Adhesive Manufacturers Association held its annual meeting at the Hotel Cleveland, Cleveland, Ohio, on April 17. The meeting was devoted largely to a discussion of the Code for the adhesive industry. The following officers and directors were elected: President, H. Lohler, Arabol Manufacturing Company; secretary-treasurer, F. K. Greenwald, National Adhesives Corporation; vice-president, Spencer Tilden, Paisley Products Company; directors are D. V. Williamson of Williamson Glue and Gum Works; H. B. Fuller, H. B. Fuller Company; Walter E. Kriel of Adex Manufacturing Company; Joshua C. Kelly, Union Paste Company.

REPRESENTATION IN AUSTRALIA

THE EDITOR,

Sir:

We do not know whether you have in your valued journal a section asking manufacturers who are subscribers to Modern Packaging if they are interested in having suitable agents to represent them in Australia. If so, we would be pleased indeed if you would insert our name and state that we are open to negotiate with any of your subscribers. The fact of your offering our services would in a way be offering a service to your advertisers and subscribers.

We have a very complete organization, and all sections of Australia are covered by competent representatives. We handle many classes of merchandise, in fact, there is practically no article produced that we would not be successful in introducing, if it were salable on this market.

We represent a number of American manufacturers, and have done so for some years, and we could at any time give their names as references as to our business capacity, etc.

ESSEX R. PICOT, Governing Director ESSEX R. Picot, Limited Manufacturers' Agents and Importers

222 Clarence St. Sydney, Australia April 19, 1934



"Now is it all clear? All I want is a picture of the factory, some copy telling how old we are, a list of our other products, a few testimonials, a picture of myself and then use your own ideas on how our package should look. Oh, yes, be sure it's red."

F. J. Stokes Machine Company, Philadelphia, has just published Bulletin 34-H which describes the new type of air-tight closure (Stokes Westite Closure) for collapsible tubes which has been developed and introduced by that company. (Continued on page 81)

MANUFACTURER OF MacDERMED PORCELAIN ENVELOPE SEALER SOLVES SHIPPING PROBLEMS

NOT A SINGLE CASE OF BREAKAGE

Like many another manufacturer, C. G. MacDermed & Company, of Denver, Colorado, have found KIMPAK the ideal protection for their products in transit. Mr. C. G. MacDermed writes: "Since we have used KIMPAK, we have not had a single case of breakage, and, of course, KIMPAK absolutely prevents scratching."

KIMPAK is a soft, resilient crepe wadding that comes in rolls, sheets, and pads of various thicknesses to fit every need. It is free of dirt, grit or other foreign substances. Not only will it protect fine finishes, but it will minimize breakage during shipment.

Because it is easily applied, KIMPAK saves time, labor and money in packing. The customers receive your product in excellent condition, and avoid the handling of messy material.

KIMPAK can now be had backed with glassine in a wide variety of colors. Manufacturers of cosmetics and other products which must be attractively packed will find this new form of KIMPAK especially useful.

Let KIMPAK help you get and hold your customers, save you time and money in packing and reduce shipping damage. Mail the coupon for samples and costs.

MAIL COUPON BELOW SAMPLE

since using
Kimpak
CREPE WADDING

Established 1872

KIMBERLY-CLARK CORPORATION

NEENAH. WISCONSIN

8 South Michigan Ave., Chicago

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122 Bast 42nd Street, New York

510 West 6th Street, Los Angeles

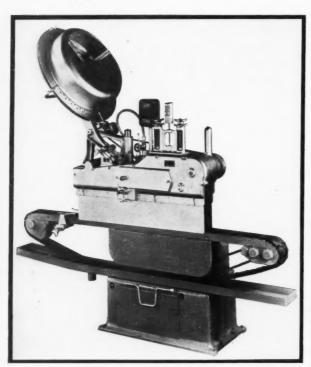
MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

VAPOR-SEALING FOR FOOD PRODUCTS

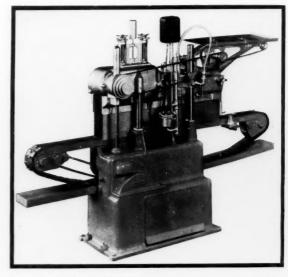
by L. E. Davies*

N spite of the many derogatory remarks directed at the familiar liquid known as water, during the course of the recent battle on the wet and dry question, it remains a fact that this substance ranks with air as one of the most important and interesting fluids in the world. It is the only substance which in all three of its physical states is in common use, we might almost say daily use, by a large share of the population. In its solid form, ice, we use



Front view of hopper feed for small bottle caps, vapor sealing machine

it for cooling purposes, and the increase in the use of mechanical refrigeration has by no means eliminated such use, for is not every household refrigeration



Rear view of table feed for large bottle caps, vapor sealing machine

equipped with its ice freezing compartment? In its liquid form, water is one of the essentials of life. It is in the third state, the gaseous or vapor form, commonly known as steam, that we find some of the most interesting and varied applications of this fluid.

Steam is of great interest not only because of its wide field of application but because it may be utilized to produce directly opposite and sometimes paradoxical effects. For example, steam, at let us say 100 lbs. per sq in. pressure, may be used to pump water at practically any desired pressure ranging up to several tons per square inch. This same steam may be used in an ejector to produce with equal ease a high vacuum. Steam may be used to humidify the air for greater comfort during the heating season or for certain industrial processes where a very moist atmosphere is desirable. On the other hand, steam is also used to heat the air for use in various drying operations. Steam may be used in the food industry to control temperature and humidity for promotion and control of the growth of desirable bacteria or micro-organisms as in the various yeast products, while on the other hand it is one of the most common means for destroying these same bacteria and organisms through the process known as sterilization. Every one is familiar, of course, with the use of steam for general heating purposes. How many realize that steam is playing an increasingly important part in summer cooling? The latest and, in many respects, most interesting form of air cooling unit utilizes high pressure steam jets to cool water to as low as 40 deg. F.

The examples cited above offer only the briefest suggestion of the many fascinating applications which industry has found for this interesting vapor, steam.

As we study the effects which can be produced by the use of steam, two points are of particular interest to the capping industry. First, steam can be used for

^{*}Associate professor, Armour Institute of Technology; member of technical staff, White Cap Company.



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GIVE your sales additional stimulant with a new package ... merchandise it right down through your organization to the distributor and the dealer. No matter how much is spent in advertising, if the package is shoddy and old-fashioned, your competition has the edge. It costs so little to make a new metal container ... with a better arrangement of design and color that wide-awake merchandisers are aware of its value in sales. Today there is a Heekin artist-designer who can work with you ... without obligation. And, everyone knows that Heekin colors are truer, livelier, and last longer. Let us prove it. THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.

HEEKIN CANS WITH HARMONIZED COLORS

sterilization. Second, steam can be used to produce a vacuum. Since sterilization and vacuum sealing are both desirable in packaging high quality food products it was natural that some one should seek a means for accomplishing these two results simultaneously by utilizing steam. This has been accomplished by the White Cap Company, 1812 North Central Ave., Chicago, in a simple, yet highly effective, manner. The process of capping developed by them is known simply as "Vapor-Sealing." The process may be described briefly, as follows:

The bottle, glass or jar to be capped, after being filled with the product, is placed on one end of a conveyor which carries the container through the capping machine. Where automatic fillers are used, one continuous conveyor may be utilized for both filler and capper, eliminating the handling of the containers between these two operations.

Inside the vapor machine the mouth of the container passes through a bath of steam, usually maintained at 212 deg. F, but which may, for special cases, be adjusted to some other value. As the container passes through the steam, two things are accomplished, namely: the surface of the product and the mouth of the container are sterilized, and the air in the container above the product is replaced with the vapor. At the same time the caps are fed down an inclined cap chute into the vapor bath where they also are sterilized and the air within them replaced by vapor. As the container reaches the cap, the latter automatically drops into place upon it and the two immediately, and while still submerged in the sterile vapor bath, pass under a traveling belt backed by a metal spring supported shoe. The springs act downward on the shoe and belt firmly seating and sealing the cap on the container.

Meanwhile, the container continues to advance, and as it leaves the vapor bath the steam which has been imprisoned under the cap starts to cool and condense, and in doing so creates a high vacuum which assists in holding the cap securely in place.

It might appear that the vapor would cause a large amount of free moisture to deposit on the product. This is not the case, however, as the steam is admitted in such manner that only the dry vapor comes in contact with the product and the only liquid deposited is the insignificantly small amount formed by the condensation of the steam trapped under the cap and which, of course, is entirely sterile. Furthermore, the method of admitting the vapor has been carefully and scientifically worked out, so that it does not get into or disturb the product in any way. Several advantages of this method of capping are to be noted.

A product and container which are sterile at the time the filling takes place may easily become contaminated at the surface in several ways; namely, from infected material falling into the open container, from a non-sterile cap or from bacteria or ferments carried by air imprisoned under the cap. The "White" Vapor-Sealing process affords an effective safeguard against such surface and head-space contaminations and infections.

Many products are subject to oxidation by air which may be trapped in the container when the cap is applied. In some cases this causes actual spoilage, while in other instances, it merely produces a discoloration which, while not really harmful, makes such packages unsalable and quite distasteful to the consumer. The elimination of the air accomplished by this process effectively prevents this oxidation, thereby preserving the appearance of the product and reducing losses.

There are, of course, other methods of producing a vacuum seal, usually referred to as "dry vacuums" or "mechanical vacuums." In these capping processes the vacuum is created before the cap is pressed on. This fact definitely limits their application, as the drawing of a desirable degree of vacuum on some products will frequently cause quantities of the product to be drawn out of the container. This will occur when the product is of the character of mayonnaise, for example, which has a great deal of air incorporated within the product itself. The sudden reduction of external pressure causes the internal air to expand and lift the product out of the container. The same trouble is experienced with hot packed products such as catsup. For example, if the atmospheric pressure on the surface of the material in the container is reduced to any appreciable extent before the cap is on tight, the catsup will boil vigorously causing considerable overflow and large "vacuum bubbles" within the bottle.

With the vapor-sealing method, no vacuum is formed until the cap has been pressed on tightly; hence, it is impossible to lose any of the product as the product has not been disturbed. Brim-full containers may be safely handled without danger of loss of product, as even the conveyor carrying them through the vapor machine is so carefully and smoothly driven as to eliminate the slightest spill.

Where the product is to be processed after capping, it is quite essential to have the container evacuated to the highest possible degree in order to prevent excessive pressures being developed in the sealed package by the high temperature. Excessive pressure will, of course, blow the caps off or break the container itself. If all air is eliminated from the package and a reasonable head-space allowed for hydraulic expansion, the pressure developed within the container will be only that vapor pressure corresponding to the temperature to which it is heated. Such pressure will not be sufficient to do any harm, as it will be counteracted by the approximately equal pressure existing within the retort used for the processing. If, however, no vacuum is used, there will be a much greater pressure produced from two causes. First, the expansion of the product will cause a compression of the imprisoned air, and second, the increase in temperature of the air will cause its pressure to rise. As a result of these factors, the loss in processing will be greatly reduced by the efficient vacuum sealing which is accomplished by the "White" vapor-sealing process.

Vapor-sealing is equally effective for products that require processing or sterilizing as well as those that are finished upon sealing. There is a large variety of both hot and cold packed products successfully sealed with this method including meats, vegetables, fruits, condiments, preserves, mayonnaise, baby food and pharmaceuticals. These products may be packed in almost any style, shape or variety of packers' jars or tumblers including the thin blown variety as well as cans.

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iat iat The mechanical side of vapor-sealing includes a continuous conveyor housed over with a steam jacketed tunnel through which the packages pass in rapid succession. This conveyor is so smooth and free in its operation that there is not the slightest jar or spill. Packages may be fed either crowded or at intervals at speeds of from 60 to 200 packages per minute. The simplicity of the mechanical operation makes it possible to care for any size or style glass or tin package and the change from one size package to another requires but a few minutes due to the elimination of all change parts. Mechanically, vapor-sealing can be tied into any automatic line for continuous high production.

TRANSPARENT WINDOWS IN BOXES

ROM the most primitive bazaars of the Orient to the smart shops of Fifth Avenue every merchant strives to give to his wares the necessary eye appeal to invite the customer's attention to them. The show window in the street, the display case in the store have two important func-

tions: to show the merchandise to the best advantage and protect it from dirt, dust and unnecessary handling.

Manufacturers who recognized the importance of packaging their products were confronted with the problem of circumventing the concealment of their products and yet carrying the idea of the display case in the merchant's store right down to the package itself. For a time, those who were anxious to show to the public the qualities of their merchandise toyed with the idea of using glass windows in their packages. The use of glass, however, proved impractical because of its fragile nature and also due to its weight.

With the introduction of transparent cellulose papers in the packaging field, the use of transparent windows in boxes and containers gained an impetus. Today they are recognized as an indispensable adjunct in the display of various products. The public has been educated to see what there is under the cover. Therefore, more and more the use of transparent windows has increased to meet the demand of the inquisitive buyer. Although transparent cellulose papers proved to be of tremendous value in furthering the cause of window packages, nevertheless, due to some of their inherent characteristics, they have not always proved to be entirely satisfactory.

The selection of transparent materials for box window construction requires the utmost care. The foremost and necessary characteristic in the material is absolute crystal clear transparency, free of tints and with a high





surface gloss. This is very important in view of the fact that the product must be seen in its natural color.

Second in importance is the smooth appearance of the window. The importance of this characteristic is emphasized because if the window contracts, the material either breaks or gets loose from its joints. If, on the other hand, the material expands, the window becomes wrinkled and gives a stale impression of the merchandise packaged.

The characteristics and properties claimed for Protectoid, a transparent cellulose acetate material manufactured by the Celluloid Corporation, are such as to recommend its use for the foregoing purpose. This material is available in rolls from .00088 in. to .010 in. in thickness, and heavier in sheet form. Besides having the above characteristics it is claimed that Protectoid is non-inflammable, greaseproof, waterproof, moistureproof and rodentproof. In its semi-moisture-proof form it will not become foggy, for moisture will not condense on the inner surface of the wrapper.

NEW BAG PACKAGING UNIT

F particular interest to those manufacturers who are using transparent cellulose bags is the announcement by Amsco Packaging Machinery, Inc., 122 Center St., New York, of a new bag packaging unit which consists of a bag opener, scale weighing and filling machine and a motor-driven bag crimper. These three machines offer an opportunity for straight line production and are said to require but two operators, one to operate the bag opener and the weighing and

filling machine and one for the bag crimper. The operation of each machine is detailed as follows:

The bag opener is filled with approximately one thousand bags of the size required. This machine, in



operation, has a constant blast of air which keeps the front bags always in an open position. The operator lifts this open bag and holds it under the weigher and filler. When the first bag has been taken away from the bag opener a weighted carriage forces the whole line of bags forward so

that there is instantly available another fully opened bag which is then being held under the air spout. This operation is repeated until all bags are used at which time the operator can quickly refill the bag magazine.

The same operator works the weigher and filler which is placed next to the bag opener along a conveyor belt.



She removes the opened bag from the first machine and holds it under the spout of the second which accurately weighs the product and fills it into the bag. This machine operates constantly at speeds of from ten to twenty-two per minute depending on the product. When the bag is filled the operator drops it onto a conveyor belt which should run directly underneath the

spout of the weigher and filler. The bag then moves down the belt to the next machine.

The operator of the bag crimper picks the bag off the belt after it has left the weigher and filler and starts it

through the crimper. She does not have to do any more than start this operation as the crimper has its own conveyor which is in conjunction with the crimping wheels and carries the bag on through the machine for the completion of the closure. Users usually build a little



chute at the end of this machine so that the bags, after they have been crimped, slide back to the belt which carries them to the end of the table where they are packed into boxes. This type of crimper can be supplied with glue wells so that the bags requiring adhesives can also be crimped. Call Upon Upaco Adhesive Research Service

for aid in your Adhesive problems, no matter what they may be. For the Upaco Laboratories possess hundreds of formulae, at least one of which was probably developed to solve a problem identical to your own, and Upaco Research Engineers stand always ready to develop a new formula should a new problem present itself.

Upaco Adhesives are the finest these engineers can turn out. They are today meeting the exacting requirements of hundreds of box and carton plants and packagers everywhere.



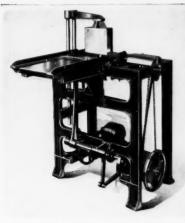
UNION PASTE CO. MEDFORD, MASS.



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HIGHER CARTON COSTS MAKE **PETERS** MACHINES BETTER INVESTMENTS THAN EVER BEFORE



Peters Junior Forming and Lining Machine forms and lines carron shells automatically. Speed 2000 to 2500 per hour. Wide range. Only one operator.

If your carton costs have risen—don't cut quality. Don't substitute cheaper board or cheaper printing—instead, save all the rise and more by installing Peters Forming and Lining Machines and Peters Folding and Closing Machines. These sturdy, speedy aids will pay for themselves quickly in material and labor savings. They have a capacity of 35 to 40 cartons per minute, a speed that ordinarily would require the work of four hand operators.

Investigate the possibilities in your plant. Write today for full details. Our Engineering Service is at your command without obligation or expense.

PETERS MACHINERY COMPANY
General Office and Factory 4700 RAVENSWOOD AVE.
CHICAGO.U.S.A.

THE STORY BACK OF THE DISPLAY

(Continued from page 60) the jobber—and no story back of a package is complete unless it devotes a chapter to the likes, dislikes and idiosyncrasies of these important factors.

Consider for a moment the position of the dealer. It is his job to provide space for the innumerable displays offered him. The store isn't big enough to house all of them and so he begins to pick and choose. Mr. Dealer, however, is not an art connoisseur. If a successful merchant, he is a good merchandiser and is intimately acquainted with the woman who buys, and so he chooses a display not from the standpoint of art or beauty but from its power to attract and sell goods.

Now let us look at the jobber. He considers a display entirely from the standpoint of whether it will appeal to his dealers. He also is not an art connoisseur and he views the display in the light of its re-sale possibilities.

We thus see that in most cases there stands between the manufacturer who produces a display and the woman who buys two groups of people who pass judgment on any package or display before it reaches the counter or shelves of the store. The members of these groups are usually trained in the hard school of retail sale; they have few illusions, and decorations which are mere pictures devoid of selling power are certain to leave them cold.

Many manufacturers have already learned that a merely decorated package devoid of attractive appearance is lacking in selling value. Most of

them, however, have yet to learn that decoration and good looks, even the beautiful, lack selling power unless this beauty clothes, as it were, a merchandising idea or story.

I have no desire to discount the supreme importance of beauty of design, harmony in color, good taste and fitness of purpose sought. But unless that beauty expresses, dynamically and vividly, some merchandising idea, such a package or display fails to meet present-day exigencies of competition. A display that is "beautiful but dumb" may catch a passing glance, but it won't sell goods, which, after all, is its only justification for existence.

The foregoing are perhaps general statements, conclusions based on a broad experience. Let us get down to cases. The story back of the Acme 50-cent Shear counter display is typical of many and will serve to illustrate what is meant. Our organization was handed a shear by a client and instructed to get out a display that would create volume sales—that was all.

We immediately began to investigate the product. We started with our client. We soon found that the product was in line. At 50 cents it gave full value plus. We also found that it was manufactured in such a way as to give it some desirable and unique characteristics that increased its utility value as judged by the woman who buys.

The policies of the house were then considered together with the objectives to be reached. The main objective was, of course, to increase the sales volume of this particular item, but at the same time in order to get the utmost out of the investment the display itself should carry a general prestige message and form one of a number of selling arguments that would increase the general sales of Acme Shears.

But this was only the beginning. We then moved into the market and collected data from the retailer and the *woman who buys*. We found out from both of them what they wanted in a shear. Of course, the retailer wanted a shear that his customers desired and

so we watched many sales take place and heard at first hand the needs of the *woman who buys* as well as her whims and whimsicalities in regard to a shear. The product was thus checked in the field and copy slant determined.

The next important question was price. In what price bracket should it be placed? Fifty cents was found to be a correct figure.

We then moved on to a study of the retailer's methods of selling shears. What did he want in a display? Did he have any ideas, and if so, what were they? We found that he had plenty of ideas

and that these ideas were also very definite.

But first, we also found that our client was pioneering in his field. Up to this time, displays were used only for shears selling at 25 cents and below. And these were only of the simple card variety. We also found, especially in the better stores, that this type of display was disliked because it collected dust and dirt, allowed the shears to become shopworn and rusty and also permitted easy pilfering. In these objections were found the fundamentals of the type of display that should be used.

The type of stores in which the largest volume of sales were made was then studied. The background, lighting, surroundings, all form a composite picture that calls for a type of display that will stand out and deliver its selling message. There were of course innumberable other factors that influenced this work but the foregoing is a brief summary of the chief problems presented, together with the directions in which these problems could be solved.

For America's Largest Distillery-



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STANLEY produces this unusual label

A foil label combining halftone and line, embossing and debossing into one perfect effect of old-world quality—such is this Brandy label produced by Stanley. Although this label is distinguished by its unusual qualities, it is not looked upon as an unusual job for Stanley designers and Stanley craftsmen who have made a habit of producing "unusual" labels. The more difficult jobs naturally come to Stanley—the pioneer producer of metal seals—the firm that has produced metal and metal foil labels for the cosmetic and perfume industries for the last twenty years.

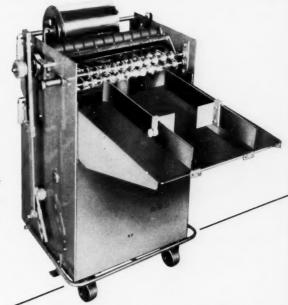
Whether your requirements be simple or unusual, we welcome your inquiries, we pledge you our fullest cooperation. Samples sent on request.

THE STANLEY MANUFACTURING COMPANY, DAYTON, OHIO EASTERN OFFICES: 200 5th Avenue, New York City, Telephone GRamercy 5-4230

Over 200 Themco Users save thousands of dollars every week!

HUNDREDS of firms have discovered how to cut their packaging costs 17, 20, 25%! They use Themco Fully Automatic Sheeters and Stackers, permitting the purchase of Cellulose Papers in rolls and conversion into sheets when and as needed. Rolls cost 17% less than sheets. Themco sheeters eliminate wastage always present when stock sheets are used. The Themco cuts and stacks five to six thousand sheets per hour, requiring no operator or attendant. It may be moved to any point in your polant—instantly adjusted to any size of sheet or roll.

Investigate this machine. We will place it in your plant on a 10-day trial basis. Wire or write—



Gentlemen-

Please send me full information about the Themco. Tell me how I can arrange for a ten day trial in my own plant.

Name....

Address

THEMCO.

AUTOMATIC MACHINES

2307 SOUTH PAULINA STREET CHICAGO, U.S.A.



Eliminate

EXPENSIVE PACKAGING
HIGH COST LABELS
BREAKAGE
EXCESSIVE WEIGHT

Use LUSTEROID CONTAINERS to compel attention and to provide greater convenience in use. They may be had in brilliant colors of any desired shade, decorated in colors also to save the cost of expensive labels and labeling.

They are unbreakable and about one-fifth the weight of glass—eliminating expensive protective packing and high transportation costs.

Send for samples showing the full possibilities of these unusual, economical containers.

LUSTEROID

CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company
10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY

At this stage, the display passed into our designing department, and our artists were instructed to work out a display that would be a combination display and box; one that would tell the complete sales story which was fairly long, and that would protect the merchandise from dirt, dust, rust and theft. Inasmuch as we were pioneering, the display should not only be attractive in color and form but should have some unique characteristics about it that would gain instant acceptance from every quarter.

Of course, the first question of the designing department was how much can be spent on each display? Obviously, this influenced the work considerably, governed the number of colors, size, type of plates for reproduction and innumerable other factors.

This question settled and a limit set, the next step was to decide on the general nature of its design. Every package or display possesses the elements of line, proportion, color, tone and a peculiar, almost undefinable element of what might be termed "texture." It is necessary to study these elements in relation to the conditions surrounding the display in the store, such as the lighting, the background formed by other displays and adjacent merchandise. Such a study will develop a color scheme that will hold its own and outbid competition. This was done. The colors chosen were a rich yellow background upon which was imposed orange rays arising out of a dark brown disc. Both contrast and harmony was secured by this combination of selected colors.

It was also necessary to give the keynote of the Acme Shear sales story in a way that it could be absorbed at a glance.

The primary form of the display was determined by the field work, merely a box with a card as shown in the top sketch on page 60. The specifications that the product should be protected from dust, dirt, rust and pilfering led to the necessity of displaying the product in reproduction instead of an actual shear. When this was done, however, the thing looked rather up in the air and led to the idea of a dynamic ascending motion in the design of radiating lines or rays emanating from a foundation disc and terminating and leading to the brief copy of the card. This brief copy crystallized in its words "Stay-Sharp" the central demand of the woman who buys, and the four words "Cutting-Edges Process Chilled" graphically illustrated why and how the shears would meet the consumer's needs.

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It was part of the merchandising idea to emphasize quality and at the same time to mention a competitive price. While the two had to be on the same card and adjacent, it was desirable to separate them as it were, and for that reason the price of 50 cents was placed in a plain section of the background and in a minor color value, but very large in size, which gave it its separate personality, distinct from the other copy which emphasized quality.

When this general design had been roughed out in color, it was apparent that there was a need to knit together these elements and to intensify their light quality. And so, the side wings in black, shown in the lower sketch, were added. These gave the desired effect. At this stage, the display lacked two things. First, it did not tell the complete story (a somewhat long one) of the Acme Shear. And, secondly, it seemed almost like a bobtail cat—there was something lacking.

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Both of these problems were met by incorporating in the front of the display a sales story, included in an illustrated four-page booklet printed on bristol board. The latter was hinged and attached to the front of the box of the display. Comparison of the complete assembly, as shown in the half-tone illustration, with the middle sketch will show the display effect of this device. From the standpoint of design, it carries the entire display down to a foundation.

From the standpoint of its selling power, the desire to handle things is inherent in human nature. Inasmuch as the shears were protected and out of the way, although shown, this booklet satisfied the desire to "handle" the product, and started action.

It would take a book to tell the complete story back of the Acme 50-cent Shear display, but the foregoing is a brief outline—the chapter headlines as it were. Every package should have an equally interesting background. Every line, every word, should have a reason. Its proportion and form should also be rooted in the realities and the colors used coordinated with its story. A package or display that does not harmonize with its surroundings and background and which at the same time does not stand out from that background and surroundings is not doing a real sales job. It is our experience that selling power can only be incorporated in a package or design when it is conceived and worked out at the actual place of sale rather than in the seclusion of the studio.

HE firm of Victor J. Evans & Company, Victor Bldg., Washington, D. C., was founded in the year 1898, since which time it has specialized exclusively in patent and trade mark practice. The company maintains branch offices, each in charge of an experienced manager, at New York, Pittsburgh, Chicago, San Francisco and Los Angeles. A separate division was created a number of years ago for the purpose of giving special attention and service to clients with problems involving trade mark protection. The firm renders opinions on unfair competition, trade mark registrability, possible protection under both the Federal and state laws, protection in foreign countries, infringement, and handles any other legal problems involved in the use of trade marks, labels, designs, etc. The firm also handles considerable foreign trade mark business, working through foreign representatives located in the capitals of the countries where protection is desired. Frequently the firm is called upon to render opinions as to what constitutes proper subject matter under trade mark laws, likewise to point out the difference between trade mark registration, label registration and copyrighting. A further phase of service is to keep careful check on all new trade mark legislation.

HERE AND THERE IN PACKAGING

(Continued from page 70)



Now being distributed by Owens-Illinois Glass Company of Toledo, Ohio, to all of the distilleries throughout the country and to a select list of hotels and restaurant managers is a new twelvepage booklet, "Nips" which illustrates the entire line of miniature bottles developed by this company. All bottles are shown along-side various styles of liquor and cordial glasses to illustrate their comparative size. A reproduction of the booklet is shown above.

AND WE HASTEN TO CORRECT

THE EDITOR,

Sir:

We are pleased to note in the April issue that the Rumford Bakes-All package was selected among the one hundred best packages of the year.

In this connection, however, we would call your attention to page 118, item 35, with reference to the Bakes-All package. We note you have given credit for the carton construction to the United Paper Board Company. We also wish to call your attention to an article in the November, 1933, issue, page 51, showing a picture of the Rumford package and also after it has been opened. In this article we note that you have given credit for its economy, appearance, ease of opening and protection to Martin Ullman.

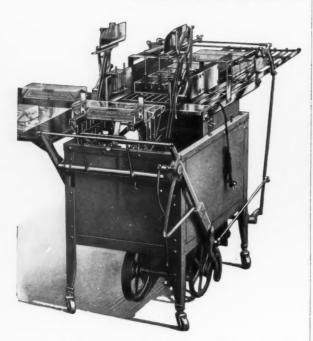
We regret to advise that you are in error in both of these statements. This carton is made under Daller Patent #1,888,818 which is owned outright and exclusively by the Daller Carton Company, Inc., and is used by the Rumford Chemical Company under a license granted by the aforesaid company.

We believe that in justice to ourselves it would not be too much to ask you to correct the false impression as given in the aforesaid articles.

New York April 27, 1934 Daller Carton Company, Inc. A. O. DALLER, *President*

We are glad to acknowledge the error, and offer to our readers the correction as above stated—Editor.

WRAPS and SEALS CELLOPHANE



QUICKLY, ECONOMICALLY, PERFECTLY!

The Miller Semi-Automatic Wrapping Machine wraps and heat seals cellophane or wax paper wraps on packages of crackers, cookies, cake, paper napkins, coffee, tea, candy, cosmetics, creams, etc.

Its operation is quite simple and it may be quickly adjusted for a wide range of sizes. It will wrap and seal up to 600 or more packages per hour with one operator or 1000 or more with two operators.

Send us a sample of your package and we'll return it wrapped and sealed by the "Miller."

Write for a circular.

MILLER WRAPPING & SEALING MACHINE CO.

14 South Clinton Street, Chicago



Francis H. Leggett & Company, New York, has adopted modernistic jugs for its "Premier" Syrup in various sizes. Owens-Illinois Glass Company designed this popular line of "Modernistic" jars and saw the possibilities of an added sales value for certain products if this same design were developed for a small glass jug with handle making it convenient for table use. The Leggett Company individualized this stock jug by applying a handsome metallic label, designed and made by Richard M. Krause, Inc., to conform with the modernistic lines of the glass container.

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A NEW BOOK ON TRANSPARENT FOILS

RANSPARENTFOLIEN (Transparent Foils)—Cellophane, Transparit, Heliozell, Ultraphan, etc., by Dr. M. Halama; 312 pages with 110 illustrations and 19 original samples. Published by Chemischtechnischer Verlay Dr. Bodenbender, at Berlin-Steglitz, Feuerbachstr 6., Germany. Price: RM 18.

HE young and rising industry of transparent foils has until now lacked a comprehensive description in literature in spite of its importance. The monograph just published, therefore, fills a gap in the technical literature and for the first time furnishes a complete survey based on practical need regarding the manufacture, use and economics of this material.

A survey of the historical evolution of the transparent foil industry is followed by an extensive description of the different kinds of transparent foils: hydrate of cellulose, acetate and gelatine foils. Similar products such as caps, hose and transparent wool are given due consideration. The most important processes of manufacturing are described in detail and by means of numerous illustrations are brought within reach of those who are unfamiliar with the subject.

Another chapter dealing with the planning, installation and the machinery of a factory for transparent foils will be of special interest to those who wish to go into this business. In this connection, knowledge of the important protective claims on processes and apparatus used in the industry should not be undervalued, the summary of patent literature contained in the book giving valuable hints and suggestions.

The next chapter deals with the various processes of improvement: coloring and printing, cutting, stamping, glossing, weather-proofing, deadening and lining. The qualities and differences of transparent foils are mentioned in another chapter, containing also a table of the tensile strength of various transparent foils.

The numerous possibilities for the use of transparent foils are then described in detail and supplemented by many illustrations. It is evident that this material has been used in the most manifold ways and is incessantly invading other territories, which so far have been reserved to other materials. In addition to presenting a general view of the transparent foil industry from a business point and showing a list of the trade marks, the author shows many beautiful original samples in a colorless, smooth, colored, printed upon, stamped, weather-proof and lined finish.

The book is bound in transparent cellulose gold foil. The pleasing appearance and the abundant, well arranged contents render this book a valuable contribution to the chemo-technical literature of transparent foils.

Artcote Papers, Inc., Irvington, N. J., has recently issued a sample book which includes its complete line of gold, silver and copper metallic coated papers and boards. These include various weights of carton and cover stocks as well as embossed designs.

Sylvania Industrial Corporation has announced new lower prices for plain white Sylphrap and Moisture-proof Sylphrap. Prices apply to all shipments beginning May 14 but are not retroactive.

General Plastics, Inc., has issued a new bulletin on Durez molding compounds which has been written particularly for designers and engineers. Well illustrated with reproductions of actual molded products and diagrams as well as containing valuable file data, this booklet is decidedly worth keeping.

NEW MINIATURE LABELS

(Continued from page 62) or the bottom of as little as a thirty-second of an inch would be likely to destroy entirely the sought for effect.

The labels illustrated were made for Gooderham and Worts, Ltd., by the Stanley Manufacturing Company on gold and silver stocks in two and three color effects.

Squeeze it— and Puff!



this modern, convenient way



Finger-tip pressure, and "PUFF!" your powder is applied—where it's needed—and in the desired quantity. Simple, more sanitary, and far neater for dainty users.

Hycoloid resilience causes Hycoloid Puffer-Tubes to spring back to their original shape after pressure. Modern closures prevent spilling of contents. "Stand-up" style ideal for bathroom cabinets... made in handbag sizes!

Stimulate Sales of New Products or Redesigned Packages with These 'PUFFER-TUBES'

Hycoloid 'Puffer-Tubes," because they retain their shape, keep their fine labels intact and are far lighter than any other container. Send for samples and colorrange information.

Unbreakable

Hycoloid TUBES VIALS JARS BOTTLES

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L

Newark, N. J.



Very Clever, There Coasters

Something to remember you by . . . smart molded coasters that keep your name before your customers and prospects at every "serving". A good advertising medium that gets into the home and stays there.

Molded of Arcolite . . . Bakelite or Plaskon, if you prefer (or any other plastic material). Stock designs—or custom creations. Any color—translucent or opaque—any quantity.

Something worth investigating. Send for sample and full details.



DISTRIBUTION ECONOMY THROUGH PACKAGE CONSTRUCTION

(Continued from page 63) the shipping container, as well as working out a more scientific method of packing.

Such developments are always interesting, but they should never be stressed to the extent of jeopardizing the sales through visual influences. The designer's customer is usually tempted to take advantage of this saving in dollars and cents. He reasons that this slight margin will give him an advantage over his competitor in price, and loses sight of the more vital consideration of sales. However, if these advantages are intelligently handled, they find their place in economy of operations or distribution without harming the appearance of the design.

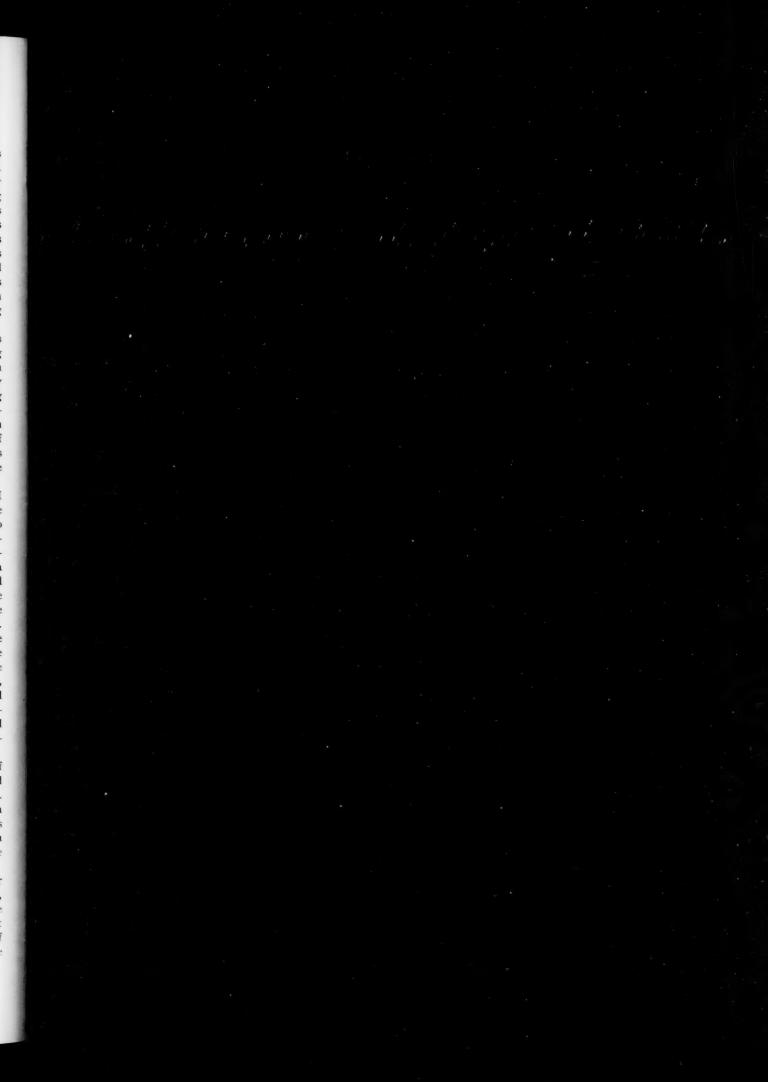
It sometimes happens that the designer discovers such mechanical construction features while working in quite a different direction. Such was the case in my recent design problem for the Holeproof Hosiery Company. The Holeproof Hosiery Company, starting with the premise that hosiery is one of the most acceptable of birthday gifts, decided to experiment with a plan to obtain plus sales through the introduction of a series of monthly birthday packages. These packages were to be primarily personal—as personal as the birthday gift itself.

In studying the problem of the twelve boxes, I decided to depart from the established form of the conventional hosiery box, and make the package so interesting that it would become a very definite portion of the purchase itself. Many forms were considered and rejected. My final decision rested with a three tray box having a sliding lid—a box which would contain three pairs of hose, either folded into three rolls, so the varying shades of the three pairs might be plainly visible, or placed flat, one pair on top of another.

Perhaps an explanation of a three tray box would be helpful at this point. The actual construction of the base of the box is three simple trays—one forms the base itself and the other two fit snugly over the sides, thus forming a groove for the slide lid to slip into, and holding the lid in place. This box presents an extremely interesting appearance because of this unusual construction and is quite unique in the field of conventional hosiery or gift boxes.

The determining factor in favor of this style of packaging was not appearance and retail sales appeal alone, however, but a convenience in distribution. The sliding lid accomplishes this economy. The plan was discovered through accident by Mrs. Gladys Kiplinger, Holeproof's stylist, who was smart enough to see its unusual possibilities. This proves that she would make a good package designer.

In this series of boxes the bases remain the same for the twelve months of the year and contain no design, for design on this portion of the box would cause monotony. However, the lids are decorated to fit each month both in color and design. The color of the lid corresponds to the color of the jewel of the



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month—a bead representing the jewel acts as a pull. The design centers around a medallion which carries the sign of the zodiac appropriate for the month in question.

Now it becomes apparent that if a dealer orders one hundred boxes for the month of May and sells only eighty of them, the manufacturer is required to ship him only the lids with the June design and in the June color for the twenty unsold boxes, along with what additional June stock is needed. The retailer slips the new lid into the grooves of the old box, and he immediately has twenty new and appropriate boxes to offer his customers for June birthdays.

This simplified method saves the cost of twenty new boxes as well as shipping cost to and from the retailer. In addition, it also saves a great deal of accounting on the part of the retailer and distributor.

The twelve designs of the box lids have been considered for eye appeal. All advertising matter has been eliminated, so the hose can be packed directly in these boxes, and there is no necessity of repacking them in a gift package. The name Holeproof appears only in one place, subtly worked into the pattern of the lining of the box.

A small Birthday Greetings folder, corresponding in pattern to the box lid, has been designed for each of the twelve months. These folders contain an astrological analysis of the recipient's birth influence, and carry the personal element of the plan to an amusing culmination.

The boxes have been on the market two months now—the April box was the opening wedge in the campaign for birthday purchases—and this distribution economy is proving an important item. The coming month's lids are always in the dealer's hands by the thirtieth of the month, and on the first he has his new array of timely boxes for display. The additional bases may come along during the first week of the month, but delay here does not mean that the dealer's stock is going to lack the appropriate birthday packages, or that a lady with a birthday on the first or second of the month is going to lose out on her own horoscope and personal birthday box.

NEW line of suede finished papers has just been announced by Business Engineers, Inc., 551 Fifth Ave., New York. These are obtainable in plain colors and can be had in sheets or rolls of standard size. These papers are said to be water-repellent and moisture-proof and to have excellent printing qualities. They can also be made fire-resistive.

Freydberg Brothers, Inc., 11 West 19th St., New York, includes in its 1934 sample book the complete line of Excello and Cello Ribbons. These are shown in various widths, colors and designs, offering a wide choice in gift, holiday and special ribbons suitable to any type of packaging.



Bostitch STAPLES can bring you dime-store sales

Bostitch Staplers bridge the gap that separates small articles from adequate display space. It is for this reason that over 300 manufacturers selling through the chain stores use Bostitch Stapling Machines and Bostitch Staplers to secure their products to colorful display and instruction cards. For, by so doing, they insure—at low cost—the proper and prominent display of their wares and bring their sales message directly to the point of sale. At the same time they secure a compact, easily shaped package and one which provides a dual freedom—from breakage and from theft.

Whether you pack in bottles, vials, bags or cartons—if your product is of small or medium size—you can obtain greater display at a low cost by the Bostitch Method. Mail the coupon below for full information, or send us your present package so that we may show on your own product how Bostitch can help solve your fastening problems.

Bostitch Sales Company

Please send descriptive folders on merchandising methods.	MP-6-34 Bostitch fastening and
Name	
Address	
City	State

THE RIGHT ADHESIVE

by: Ad Hesive

AD SAYS:



THE right adhesive decreases production costs, improves the appearance of packages, and increases the salability of the goods. The Star line of adhesives includes adhesives used on every type of stripping and wrapping machine, case and carton sealing glues for machine and hand work, as well as ice-proof, water resisting bottle-labeling gum.

Send for our circular "The Proof of the Adhesive Is in the Sealing."

BINGHAM BROTHERS COMPANY

(Founded 1849)

All Kinds of Rollers and Adhesives 406 PEARL ST., NEW YORK



PHILADELPHIA, PA. 521 Cherry St.

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AN OPPORTUNITY FOR MACHINERY S A L E S M E N -

N advertised and established machine which has taken its place as a most efficient and necessary machine in the packaging field needs sales representation in various territories on a commission basis.

Liberal commissions assure well worthwhile earnings to right men.

Write Box M MODERN PACKAGING 221 N. La Salla Street Chicago, Illinois

THE BUSINESS OF PACKAGING

(Continued from page 45) by the reader, and as it is rather confusing it makes another good reason why the prospective user should place his problem clearly and fully before the manufacturer and get the benefit of his experience and advice.

An example of a machine which handles both powdered and granular materials such as seeds is a type made by the Brown Bag Filling Machine Company. In this instance the bag is a small packet or envelope, or flat paper bags. This machine is fully automatic and requires but one girl operator. It turns out two or four thousand sealed per hour, depending on the material. It is used by many well known seed and drug concerns, as well as by manufacturers of chocolate, coffee, soap and shampoo powder, grated cheese and salt. By changing the hopper the same machine can be used to make up packets of pills and tablets.

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Rose Brothers, Ltd., of Gainsborough, England, for which Craggs & Smith, Inc., is the United States representative, also makes packaging machines suitable for handling both powders and granular materials. These are not necessarily packeting machines such as those described but are used for conventional packages of various kinds containing free-flowing products. One of these machines makes the bag from a roll of paper, fills and closes it, with a production rate from 60 to 76 per minute, depending on the quantity in each package. This is especially designed for tea, coffee, cocoa or any powdered substance. It can be designed to make single or double bags gummed and folded separately or together. Another machine packs cereals, ground rice or granular rice, soap flakes, starch and many other products in cartons at the rate of 55 to 70 per minute and only one attendant is required. Rose Bros. also manufacture a labeling machine and an edge band rolling machine which can be associated, either singly or together, with other equipment. In addition to this the company has a wrapping machine that is particularly suitable for wrapping folding cartons filled with flour, cocoa, starch, etc. Printed wrappers are fed by hand but if not printed the wrappings may be fed from a roll and cut off automatically. Attachments are also made for suction sheet feed. With the hand feed two operators are needed, one to feed material and the other the sheets. With this arrangement the production rate is from 50 to 55 per minute. Finally there is a machine which makes powder tight bags and inserts them in round or rectangular cans for the packaging of such products as cocoa, infants' foods, etc. It is operated by one attendant at rates from 55 to 65 per minute, depending on the size.

With respect to the packaging of granular products it is safe to say that much of the machinery already described under the packaging of powdered materials, as previously mentioned, may be used for this class of goods. However some manufacturers have designed machines which are particularly adopted to granular products such as bean coffee, tea, tobacco, etc., and it seems worth while to give them some detailed attention in this series of articles.

For instance, the Pneumatic Scale Corporation makes an automatic tea ball filling machine which cuts the cloth of which the balls are made from a roll, weighs the tea into the gauze, forms and ties the bag and attaches the tag. It is adaptable for several different sizes of bags and operates at a speed of 30 to 35 per minute, requiring but one operator to remove the finished tea balls and pack them in containers. It takes about 15 minutes to adjust the machine for a change in the size of the bag and 30 minutes to make the change for a different tag. Such machines are used by Chase & Sanborn, Joseph Tetley & Co., Inc., Thos. J. Lipton, Inc., and others.

PACKAGE IDENTIFICATION AND PROTECTION

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(Continued from page 48) for registration a total of more than 600 designs.

Where the cause of package design makes contact with this new agency is that this particular design registration bureau has put into practice for the first time the theory that visual design should dominate mechanical construction. When both looks and working operation go to make a novelty it is the appearance of the thing that counts most in determining who controls the discovery. To come to cases, when the Design Registration Bureau grants registration upon visual design that covers the ornamentation, no matter how attained. If some later manufacturer uses a different method of construction, yet obtains the same visual effect, his article is considered an infringement.

ISPLAY interests have a stake larger than most package glorifiers suspect in the project to remodel the Federal Pure Food Law and stretch it to cover cosmetics as well as drugs. Whatever the fate of individual rebuilts, such as the Tugwell Bill, and the later Copeland Bill, the Food and Drug Administration is enlisted for the long pull in a plot to tinker and thereby stiffen the policing of food and drug censorship.

Already point-of-sale showmen are subject to the "misbranding" clauses in the provision of displaycontainers. Because it holds the goods, a convertible carton dare not carry in its copy any text or pictures that would be accounted untruthful or deceptive if printed on the label of the individual package unit. But, as matters stand today, it is uncertain to what extent, if any, this police power extends to cut-outs, etc., employed for display independent of the goods, or as mortised silhouettes planned to demonstrate a single unit of the goods. Let the ambition be realized to extend the censorship from food and drug labels to collateral advertising and all display material will be restricted, as to claims and promises, to the copy carried on the commodity labels.

UESTIONS (S) **SWERED**

about the LEGAL SIDE of Trademarks and Labels

WE will answer without charge, for the readers of Modern Packaging, general questions relating to the registration and protection of trademarks, labels, package designs, etc., provided such questions do not involve re-search or special investigation.

We'll try to tell you what you want to know about the trademark laws, unfair competition, registration procedure, kinds of marks or labels that can be protected, legal pitfalls, penalties, protection in foreign countries, costs-or anything else that our thirty-five years' experience in the practice of

trademark law will qualify us to Write to answer.



LOOK AHEAD

The best mark, name or de-sign is a liability if it can't be protected, if it gives rise to infringement prorise to infringement pro-ceedings. Danger can usu-ally be avoided if proper precautions are taken in time. Use an ounce of legal forethought. It will pay you in the end.

VICTOR J. EVANS & CO.

TRADEMARK ATTORNEYS SINCE 1898

614G VICTOR BUILDING WASHINGTON, D. C.



THIS SAMPLE CASE

quickly finds a permanent place on the Purchasing Agent's Desk. Molded of lustrous black Bakelite (with Airguide to tell the temperature) it provides the buyer instant access to samples of Western Book Cloth.

Keep your product constantly before the buyer, if you are looking for increased sales.

Our Merchandising and Design Departments will cooperate with you.

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Bakelite

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Representative: Geo. K. Diller

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Embossing Machines, Embossing Rolls, Printing Machines, Gumming and Crepeing Machines, Winders, Slitters (for Cellophane). Combining Equipment.

For Detailed Information-Write



JOHN WALDRON CORPORATION

Main Office and Works: NEW BRUNSWICK, N. J.
Chicago New York Portland, Ore.

ACKAGEDOM has a successor for its problem of how to identify the molded plastic container. The new riddle addresses itself to the selection of a consumers' memory-check for "the insulated package," latest addition to the patterns in packaging. The talking point of "package insulation" was bound to be played up this year, if for no other reason than to capitalize popular interest in "insulated" homes—air conditioning, heat-proofing, cold-proofing of dwellings and all the alternative jingles. But there is something more than dramatic license in this insulation idea, as is attested by what the Reynolds Metal Company has been doing in its experiments with metal foil as an insulation against the entrance or loss of radiant heat.

That the string of identification necessities is so securely tied to the package-insulation kite is due to the fact that many of the commodities which are ripe for insulation protection have likewise the utmost need of quick and simple identification to all classes of consumers, including children. This is true, for example, of confectionery, since the insulated package is to be used not only for bar goods but for box candy as well. The trick will be to find means to "posterize" the new package wraps without in any way affecting their capacity to keep down the internal temperature of packages when stored, say, in hot stores.

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PIONEER in distinctive oil packaging—Quaker State Oil Refining Company—did a good deed in education of the packaging community when it recently raised at Washington the question of when conflict exists between the color lay-outs of competitive packages. The Quaker State concern markets its oil in steel drums and for more than a dozen years has been "dressing" this package, for remembrance sake, with a green band at each end and a white band between the green bands.

Feeling that it had a lien on this package-garb—if not on the colors, at least on the particular arrangement of alternating color bands—the pioneer challenged a trailing color-bander. Protest was filed at Washington against Wolverine-Empire Refining Company, when the latter undertook to obtain trade mark recognition for a pictorial representation of a drum container having a band of red at the bung, a band of green at the other end, and a band of white between.

When called upon to separate these color-variants, the Federal officials made an investigation, going back over a period of three years, and were unable to discover any instances in which the parallel package color schemes had occasioned confusion. Therefore it was officially ruled that the two expressions were far enough apart to occupy the same competitive field. The experts held that with the introduction of a red band, affording a vivid contrast to the green in the other set-up, the effect of the later color scheme was to present a "distinct visual differentiation." One point stressed in the umpiring—and it seems to give a key to package color appraisals in general—is that there is a sharp cleavage between a package that has a pre-

dominating color and the package which, though it may employ colors already at work for other packagers, is so balanced in its banding or display that there is no predominating color to most deeply impress the spectator.

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HERE'S a broad boost for the general cause of package evangelism in the news that the U. S. Secretary of Agriculture has assigned to the public the patent covering the duplex type of textile bag. This show-off bag was invented by Robert J. Cheatham, a member of the Department staff who has specialized in the evolution of bags designed as consumer packages for agricultural products. His first "hit" was the open-mesh bag, used so extensively, this past year, in marketing oranges. The duplex is a two-in-one display package that goes the peek-a-boo bag one better. Woven in one piece it has a close-mesh section which affords space for any desired imprint and an open-mesh section which puts the contents on display.

Although the idea of the joint brand billboard and show-window bag was hatched only two years ago more than two million of these bags went into retail market channels this twenty months past, carrying walnuts, onions, oranges, etc. A further expansion is looked for now that Uncle Sam has dropped the patent bars and authorized anybody to make the special bag free of royalty or restriction. Specialists, who have been close to this new departure in parceling in dualdisplay bags, tell me that the indirect results will be even farther reaching than the direct results above mentioned. They say that the introduction of this model is serving to make package conscious a host of agricultural producers who, until now, have never been sold on consumer-packaging in any form. Even more significant, from the missionary standpoint, this duplex package is serving to convert to the capitalization of package-display a number of agricultural producers who had been won to consumer-packaging but not to self-selling display in packaging. Ultimately, the arousal to package potentialities will bring many of these interests into the market for package forms other than the duplex bag.

FTER extensive investigation of fruits and vegetables preserved by frozen pack, Uncle Sam is at last ready to go on record as asserting that, for the destruction of microorganisms, hermetically sealed containers are superior to non-airtight packages. Since the spoilage of this class of foodstuffs is largely due to microbial activity, officials of the Bureau of Plant Industry predict that the hermetic-seal packages will inevitably prevail in this field, whatever the particular method of freezing. The superiority of the airtight package is most noticable when frosted goods are stored at a temperature of 15 to 20 deg. F., which is the best and most economical for fruits packed in small retail containers. Suiting the package to temperature is especially important because of the problems of storage in many stores.



acme Steelstrapper

Cutting Costs in the Shipping

Room?

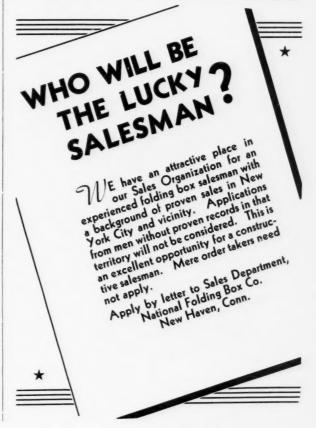
I'll show you how to step up efficiency in your shipping room—and save money.



My new Acme Steelstrapper for safe reinforcing of wood and fibre packages—is doing that now for a lot of shippers. It is, without doubt, the handlest tool that ever entered the package reinforcing business. The only box strapping tool with automatic seal feed—100 seals to a clip.

Send your name, and I'll send you facts and figures on increased package efficiency in your industry.

ACME STEEL COMPANY 2843 Archer Avenue, Chicago





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Ridgelo

A Bright Beginning for a New Package Family

Ridgelo

Simple, legible designing and appropriate colors make this new line of Certified Extract cartons unusually attractive. And contributing to their brightness is the kitchen-clean appearance of RIDGELO Clay Coated Boxboard with its beautiful varnish finish.

In dressing up your line—in planning new packages—start right with RIDGELO Clay Coated Folding Boxboard—

CERTIFIED

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CERTIFIED

CERTIFIED

This extract is carefully pr from the purest ingredients guaranteed to comply with all national pure food laws. CENTHED

Pure Extract ALMOND Pure Extract ORANGE Pure Extract VANILLA Pure Extract LEMON

CERTIFIED

CERTIFIED EXTRACTS CERTIFIED EXTRACTS CERTIFIED

The Designs are by ROY SHELDON New York The Stock is Ridgelo

The Cartons are shown here as one group in reduced size. The Series is reproduced in four colors and varnished.

Made at RIDGEFIELD, NEW JERSEY by LOWE PAPER COMPANY

Representatives: W. P. Bennett & Son, Toronto — Blake, Moffitt & Towne, Los Angeles — Zellerbach Paper Co., San Francisco A. E. Kellogg, St. Louis



Peerless continues to provide the finest in tube quality and value!

ANUFACTURERS such as Madame Berthe require tubes of the finest possible texture, quality and appearance. For products such as the Creme Massage must earn re-sales by their performance in the boudoir and on the dressing table. And such performance is largely a matter of tube appearance and tube performance.

It is for this reason that Madame Berthe selected the

Peerless Tube Company to produce their two color aluminum tube—a "quality" tube for a "quality" product. For in both quality and price Peerless continues to provide the fullest value, in spite of present day cost conditions.

Sales

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Bring your tube problem to Peerless. You will find both the willingness to cooperate and the ability to solve problems at this unusual collapsible tube plant.

PEERLESS TUBE COMPANY

70 LOCUST AVENUE

BLOOMFIELD, N. J.



Two years ago, Norwich put out this

Durez stand for their Pepto-Bismol.

Sales jumped 25%....

SO Norwich, pleased, recently developed this Durez stand for their aspirin. Sales have jumped 38% in all territories where the display has been introduced!

DUREZ DISPLAY STANDS JUST INCREASE SALES?

MUNCH

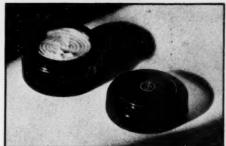
Durez is an ideal material for product display stands. It will not break, it's light in weight, it will not dog ear, dull, dent, scratch or peel. Practically any shape is possible, with lettering and trade-mark molded in with a single operation. No finishing is necessary and the color is per-

manent. If you have some product that needs a bit of sales stimulation and you'd welcome one of those 38% increases that a Durez stand gave Norwich's aspirin, why not write us for more complete information? General Plastics, Inc., 304 Walck Road, North Tonawanda, N. Y.





CLOSURES



JARS



THE MODERN MOLDING COMPOUND

gives new eye appeal to the

LAVALL MANICURE KIT!



Attention-value is important in the marketing of nail preparations. On crowded counters, it's the product with package-interest that gets

customer-interest. • And it is on these very crowded counters that PLASKON COLOR AND BEAUTY make the LaVall Manicure Kit flash a vivid and telling sales message to the passing throngs who see it! • This fine product took on a new interest for women when it was packaged in the modern dome of richly colored PLASKON. It dresses these preparations up to a beauty worthy of smartest dressing tables by the magic of color and design! • And PLASKON, with its many advantages, can do the same for your product! • It offers you a wide range of non-

fading tones of unusual richness and purity; because it is tasteless, odorless, acid-, water-, and grease-resisting, it is ideal for many pur-

poses where other molding compounds have proved to be inadequate. ¶ It is durable and strong and readily lends itself to modern molding procedure. !n its color range and adaptability, it inspires creative design and so is suited to a diversified list of uses. ¶ The services of our technical and designing staffs are at your disposal to help you in bringing PLASKON Molded Beauty to the benefit of your product. Specify PLASKON for your molded containers, closures, display stands and similar devices! It's the way to assure them new and quickened sales appeal.